



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi – Abuja  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**FACULTY OF MANAGEMENT SCIENCES**  
**2025\_1 EXAMINATION...**

**COURSE CODE: MKT 823**

**COURSE TITLE: CONSUMER BEHAVIOUR**

**CREDIT UNIT: 3**

**INSTRUCTION:**

- 1. Indicate your Matriculation Number clearly**
- 2. Attempt Question One (1) and any other three (3) questions; four questions in total.**
- 3. Question One (1) is compulsory and carries 25 marks, while the other questions carry 15 marks each.**
- 4. Present all your points in a coherent and orderly Manner**

**TIME ALLOWED: 2½ Hours**

1. (a) List and explain the process of perception. (10 marks)  
(b) Explain the basic elements of perception. (8marks)  
(c) Discuss the various general characteristics of consumer learning. (7 marks)
2. (a) Differentiate between family and household. (6 marks)  
(b) Discuss variables affecting family purchases (9 marks)
3. (a) Consumer social class is a function of many factors. Explain the important ones. (10 marks)  
(b) Enumerate problems associated with measuring consumers' social class. (5 marks)
4. (a) Explain the concept of social class and identify those variables that determine a consumer's social class status. (10 marks)  
(b) How can consumer social class be measured. (5 marks)
5. (a) Define culture and identify the essential features for understanding culture of consumers. (10 marks)  
(b) Discuss in details the dimensions of consumer rituals. (5 marks)