



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF AGRICULTURAL AND FOOD SCIENCES

**UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF SCIENCE IN
FOOD SECURITY**

3RD YEAR 2ND SEMESTER 2019/2020 ACADEMIC YEAR

REGULAR

COURSE CODE: AFB 3323

COURSE TITLE: CONSUMER BEHAVIOUR II

EXAM VENUE: STREAM: BSc. (Food Security)

DATE: EXAM SESSION:

TIME:

Instructions:

- 1. Answer ALL questions in section A and ANY other 2 Questions in section B.**
- 2. Candidates are advised not to write on question paper.**
- 3. Candidates must hand in their answer booklets to the invigilator while in the examination room.**

SECTION A (30 MARKS)

Answer ALL questions in this section

1. Briefly, explain the effects of coverture on women in household decision making.
(6marks)
- 2a). Define marginal utility, and briefly explain its significance in consumer behavior.
(6marks)
- b). State the law of diminishing marginal utility. (2marks)
3. Briefly explain the income and price effects in consumer behavior. (4marks)
4. Distinguish between the unitary and decentralized models of household consumer and supply decisions. (6marks)
5. Briefly, explain why the economic and social lives in African households are deeply gendered.
(6marks)

SECTION B: (40 MARKS)

Answer ANY TWO questions from this section

- 6a). Discuss, pointing out its shortcomings, the economic (man) model.
(15marks)
- b). What are gendered choices? (5marks)
- 7a). Explain how gender interactions among poor households can influence public policy.
(8marks)
- b). Discuss the sociological model of consumer behavior. (12marks)
- 9a). Explain how the rise of social media, and the rapid spread of mobile phones in developing countries have increased bargaining power of women in household decision making.(4marks)
- b). How does culture shape how food is produced based on The Native American ‘three sister’ food system of maize, beans and squash together? (6marks)
- c). Discuss how advertising in various media affects and influences consumer behavior.
(10marks)