



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND  
TECHNOLOGY  
SCHOOL OF AGRICULTURAL AND FOOD SCIENCES**

**THIRD YEAR FIRST SEMESTER UNIVERSITY EXAMINATION FOR  
THE DEGREE OF BACHELOR OF SCIENCE FOOD SECURITY**

**2022/2023 ACADEMIC YEAR**

**REGULAR**

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**COURSE CODE: AAB 2301**

**COURSE TITLE: CONSUMER BEHAVIOUR 1**

**EXAM VENUE:**

**STREAM: BSc. FOOD SECURITY**

**DATE:**

**EXAM SESSION:**

**TIME: 2 HOURS**

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**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 from this Section.**

1. Define the following terminologies  
  - a. Consumer Behaviour (1mk)
  - b. Consumer buying motive (1mk)
  - c. Consumer differentiation (1mk)
  - d. Source credibility (1mk)
  - e. Consumer Involvement (1mk)
  - f. Consumer decision Making Process (1mk)
2. Distinguish between information search and consumer research (2mks)
3. Explain any **five** importance of understanding consumer behaviour (5mks)
4. Briefly explain the **three** types of reference group in consumer behavior (3mks)
5. Define market segmentation and illustrate **four** steps of market segmentation (5mks)
6. Briefly describe **four** major types of consumer behavior (4mks)
7. Give **five** relevance of consumer differentiation (5mks)

**SECTION B [40 MARKS]**

**Answer ANY TWO questions from this Section.**

8. By aid of a schematic diagram, describe the **five** steps of consumer decision making process using relevant examples (20mks)
9. Consumer behavior is primarily dictated by motivation and influenced by both internal and external factors.
  - a. Discuss **five** factors affecting consumer behavior (10mks)
  - b. Describe Maslow's Hierarchy of Needs Theory (10mks)
10. Discuss Roger's Diffusion of Innovation Theory in regard to consumer behaviour (20mks)