



**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

COURSE CODE: AAB 2301

COURSE TITLE: CONSUMER BEHAVIOUR 1

EXAM VENUE:

STREAM: BSc. FOOD SECURITY

DATE:

EXAM SESSION:

TIME: 2 HOURS

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)