



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

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

**THIRD YEAR SECOND SEMESTER  
2017/2018 ACADEMIC YEAR**

**REGULAR**

---

**COURSE CODE:** AFB 3323

**COURSE TITLE:** Consumer Behaviour II

**STREAM:** BSc. Food security

**DATE:**

**EXAM SESSION:**

**TIME: 2.00 HOURS**

**EXAM VENUE:**

---

**Instructions:**

- 1. Answer ALL question in Section A (compulsory) and ANY other TWO questions in Section B.**
- 2. Candidates are advised not to write on the 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**

1. What do you understand by consumer behaviour? [1 Mark]
2. What information is sought in consumer researches? [4 Marks]
3. What are the reasons for studying consumer behaviour? [5 Marks]
4. List and explain the individual determinants of consumer behaviour. [5 Marks]
5. What are the components and functions of consumer attitude? [5 Marks]
6. How does Attitude-Towards-Object (ATO) model help you to make choices of products that require extensive problem solving? [5 Marks]
7. Describe five basic choice heuristics used for limited problem solving and routine response behaviour. [5 Marks]

## **SECTION B [40 MARKS]**

**Answer any TWO questions**

8. Explain the values and lifestyle segments (VALs) given by Arnold Mitchell and explain the various categories. [20 Marks]
9. Explain briefly the stages in the decision-making process. [20 Marks]
10. Differentiate and explain concentrated marketing, differentiated marketing and counter segmentation. [20 Marks]