



**JARAMOGI OGINGA ODINGA UNIVERSITY OF  
SCIENCE AND TECHNOLOGY  
EXAMINATIONS 2016/2017**

**THIRD YEAR SECOND SEMESTER EXAMINATION FOR THE DEGREE  
BACHELOR OF EDUCATION**

**ABA327: CONSUMER BEHAVIOUR**

**APRIL, 2017**

**INSTRUCTIONS:**

**TIME: 2HRS**

- 1). Attempt questions ONE and any other TWO.**
- 2). Question ONE carries 30 marks. The others carry 20 marks each**

- 1: a) Explain the three types of consumer problem solving behaviour (10mks)  
b) People might play any of several roles in the buying decision process. Discuss these roles (10mks)
- c) Examine the consumer buying decision process (10mks)
- 2 a) Critically examine the stimulus response model of buyer behavior (10mks)
- b) Discuss the various types of consumer buying behaviour (10mks)
- 3:a) Describe personality dimensions that are responsible for individual behavior. (10mks)
- b) Explain the various types of organizational markets (10mks)
- 4:a) Explain how organizational markets distinguish themselves from consumer markets (10mks)
- b) Advance the various industrial buying situations (10mks)
- 5:a) Discuss the theories of consumer behavior (10mks)
- b) Explain the personality determinants of consumer behaviour (10mks)