



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 IN FOOD SECURITY
THIRD YEAR FIRST SEMESTER 2017/2018 ACADEMIC YEAR
REGULAR

COURSE CODE: AFB 3311

COURSE TITLE: CONSUMER BEHAVIOR I

EXAM VENUE: LR 2

STREAM: BSc. (Food Security)

DATE: 11/12/17

EXAM SESSION: 9.00 – 11.00 AM

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

Answer all questions in this section

QUESTION ONE

- a) Define the following consumer behavior concepts
- i) Motive (2 marks)
 - ii) Consumption (2marks)
 - iii) Customer satisfaction (2 marks)
 - iv) Consumer attitude (2 marks)
 - v) Customer value (2 marks)
- b) Explain the role of the family in the purchase process. (10 marks)
- c) Explain how the multi-attribute structural model of attitudes influences consumer behavior. (10 marks)

SECTION B

Answer only 2 questions in this section

QUESTION TWO

- a) Explain the environmental factors that affect consumer behavior. (10 marks)
- b)) Explain the types of consumer buying decision behavior (10 marks)

QUESTION THREE

- a).What are the assumptions of the Abraham Maslow's theory of motivation (10 marks)
- b) How can companies cultivate strong customer relationships? (10 marks)

QUESTION FOUR

When purchasing an item, the buyer passes through five stages. With the help of a diagram, explain these stages. (20 marks)