



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**SCHOOL OF BUSINESS & ECONOMICS**  
**UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF**  
**EDUCATION ARTS WITH IT**  
**3<sup>RD</sup> YEAR 2<sup>ND</sup> SEMESTER 2023/2024 ACADEMIC YEAR**  
**MAIN CAMPUS**

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**COURSE CODE: BAB 1332**

**COURSE TITLE: CONSUMER BEHAVIOUR**

**EXAM VENUE: LAB 4**

**STREAM: (BED)**

**DATE: 24/04/2024**

**EXAM SESSION: 14.00 – 16.00 PM**

**DURATION: 2 HOURS**

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**INSTRUCTIONS**

- 1. Answer QUESTION ONE and any other TWO questions**
- 2. Show ALL your workings and be as NEAT as possible.**
- 3. Candidates are advised not to write on the question paper**
- 4. Marks allocated to each question are shown at the end of the question.**

### **QUESTION ONE**

- a) Define Consumer behaviour and explain how it is different from business and organizations buyers' behaviour. (10 marks)
- b) Explain the importance of studying consumer behaviour and indicate why consumers are viewed as decision markers. (10 marks)
- c) "Consumer behaviour should be the focus of all marketing efforts" DISCUSS. (20 marks)

### **QUESTION TWO**

"Understanding Consumer buying behaviour is complex"

- a) Examine the relevance of two behavioural theories that can help in understanding of why consumers buy. (10 marks)
- b) Explain the relevance of such theories in formulating marketing strategies. (10 marks)

### **QUESTION THREE**

Apply the five stages in consumer decision making process to the purchase of an item such as a family car. (20 marks)

### **QUESTION FOUR**

Discuss the major factors influencing consumer behaviour. (20 marks)

### **QUESTION FIVE**

Using specific examples from Kenya, write concise notes on the following buyers;

- a) The Government
- b) Not for profit organizations
- c) Wholesale and retail buyers
- d) Industrial / manufacturers

(5 marks each)