



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF BUSINESS AND ECONOMICS

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

3RD YEAR 2ND SEMESTER 2023/2024 ACADEMIC YEAR

MAIN CAMPUS (REGULAR)

COURSE CODE: AFB 3323

COURES TITLE: CONSUMER BEHAVIOUR

VENUE: LR I

STREAM: (BSc Food Security)

DATE: 16/04/2024

EXAM SESSION: 9.00 – 11.00 AM

TIME: 2 HOURS

Instructions:

- 1. Answer Question ONE (COMPULSORY) and ANY other 2 questions**
- 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.**

Question one

- i) Discuss five benefits of customer complaints. (10 marks)
- ii) With an aid of a diagram, explain the application of Maslow's hierarchy of needs on consumer behavior. (10 marks)
- iii) Discuss the consumer decision process in purchasing a product. (10 marks)

Question Two

- i) Outline five characteristics of a good market segment. (10 marks)
- ii) Discuss the product life cycle and activities involved in each stage. (10 marks)

Question Three

- i) Discuss five ways in which a marketer can reduce cognitive dissonance among its customers. (10 marks)
- ii) Explain the influence of culture on consumer behavior. (10 marks)

Question Four

- i) Explain the ways in which social class affect an individual's purchase behaviour (10 marks)
- ii) Factors Influencing Organizational Buying Decisions. (10 marks)

Question Five

- i) Describe the various parties in the organizational buying process. (10 marks)
- ii) Highlight any five types of consumer misbehavior. (10 marks)