



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF BUSINESS AND ECONOMICS
UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF EDUCATION
YEAR 3 SEMESTER 1 2018/2019 ACADEMIC YEAR
MAIN CAMPUS**

COURSE CODE: ABA 327

COURSE TITLE: CONSUMER BEHAVIOUR

EXAM VENUE: LAB 2

STREAM: B.ED

DATE: 26/4/19

EXAM SESSION: 3.00 – 5.00PM

TIME: 2 HOURS

Instructions:

- 1. Attempt question one (compulsory) and any other two**
- 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 1

- a) Suggest the importance of the study of consumer behavior to marketers. (10 Marks)
- b) Discuss how consumer involvement affects consumer behavior? (10 Marks)
- c) With relevant examples, use the Big Five model to explain how personality impacts on consumer behavior. (10 Marks)

QUESTION 2

- a) Technology has increasingly emerged as a key determinant of consumer behavior. Discuss. (10 Marks)
- b) Giving relevant examples, suggest how subcultures influence consumer behavior (10 Marks)

QUESTION 3

- a) Distinguish between friendship groups and formal social groups. (4 Marks)
- b) Suggest the importance of social classes to consumer behavior (10 Marks)
- c) Explain any two benefits of reference group appeal for marketers (6 Marks)

QUESTION 4

- a) With relevant examples, explain any 5 family consumption roles? (10 Marks)
- b) How does market segmentation affect consumer behavior? (10 Marks)

QUESTION 5

- a) Suggest why it is possible for people to emerge with different perceptions of the same object. (6 Marks)
- b) Discuss how perception influences consumer behavior. (10 Marks)
- c) Distinguish between a customer and consumer giving examples of each. (4 Marks)