



**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**

2016/2017 ACADEMIC YEAR

REGULAR

COURSE CODE: AFB 3311

COURSE TITLE: CONSUMER BEHAVIOR I

EXAM VENUE:

STREAM: BSc. (Food Security)

DATE:

EXAM SESSION:

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: 40 MARKS

Answer all questions in this section

QUESTION ONE

- a) Explain how the tri-component structural model of attitudes influences consumer behavior. (10 marks)
- b) Creating loyal customers is at the heart of every business. Why is customer retention essential? (10 marks)
- c) Explain the five stages of the traditional family life cycle and show their influences on consumption (10 marks)

SECTION B: 40 MARKS

Answer only 2 questions in this section

QUESTION TWO

- a) What situational influences might affect a family's choice of hotel in a strange town while on vacation. (10 marks)
- b) Explain the various ways through which consumers' attitude are formed (10 marks)

QUESTION THREE

- a) Very often, managers conduct a customer value analysis to reveal the company's strengths and weaknesses relative to those of competitors. Explain the steps involved in this analysis (10 marks)
- b) Children play a more active role in what the family buys as well as in decision making process. Explain five tactics used by children to influence their parents purchases (10 marks)

QUESTION FOUR

- a) Motivation is the underlying force of consumer buying behavior. Explain how Maslow's hierarchy is used to interpret buyer behavior. (10 marks)
- b) Explain the need for the study of consumer buying behavior (10 marks)

QUESTION FIVE

- With the help of a diagram, discuss the consumer decision making model (20 marks)