

CHUKA



UNIVERSITY

COLLEGE

UNIVERSITY EXAMINATIONS

**SECOND YEAR EXAMINATION FOR THE AWARD OF DEGREE OF
BACHELOR OF SCIENCE (COMMUNITY DEVELOPMENT)**

AGHE 222: CONSUMER EDUCATION

STREAM: B.SC (COM DEV) Y2S1

TIME: 2 HOURS

DAY/DATE: MONDAY 18/4/2011

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS:

ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS.

QUESTION ONE:

- (a) Explain clearly the meaning of consumer education. [5 marks]
- (b) Consumer education promotes an understanding of the structure and systems within the market. Discuss the objectives of empowering consumers. [10 marks]
- (c) What is consumer power? Discuss the various ways in which consumer power can be exerted in business and society. [10 marks]

QUESTION TWO:

- (a) Discuss the challenges facing consumer Education in its endeavour to inform consumers on purchase and consumption related decisions. [7 marks]
- (b) Consumer education aims to encourage individuals to analyse and make value-based decisions at a personal level in terms of needs and wants. Discuss the benefits of consumer education to the individual and society. [18 marks]

QUESTION THREE:

- (a) Explain the meaning of consumer learning. [5 marks]
- (b) Discuss the implication and application of learning in marketing consumption decisions. [10 marks]
- (c) Explain the consumer personality traits that are of concern to marketers in understanding how personality influences consumption behaviour of consumers. [10 marks]

QUESTION FOUR:

- (a) Discuss the role of the government of Kenya in consumer education. [10 marks]
- (b) Consumers undergo a step by step process in making consumption related decisions. Explain the steps followed in the buying decision process. [15 marks]

QUESTION FIVE:

- (a) Explain the meaning of marketing research. [3 marks]
 - (b) Discuss the role of marketing research in helping individuals make marketing and consumption decisions. [12 marks]
 - (c) Culture as an element of consumer behaviour and education plays a critical role in shaping the way consumers adopt to the marketing environment. Explain the influence of culture orientation in making purchase and consumption decisions. [10 marks]
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