NAME; OBUH NMA MARY

MATRIC NUMBER; 16/MHS02/032

COURSE TITLE; NUTRITION COUNSELLING

COURSE CODE; NTD 402

ASSIGNMENT-

1. Give the shelf life of 20 industrial products
2. The impact of information technology on consumer education

Response

1. Shelf life of 20 industrial products
* Butter; 6-9 months
* Flour; 8 months after it has been opened but one year if it has not been opened
* Milk; 7 days after it has been opened
* Sugar; 2-5 years
* Tuna; 3-5 years
* Jam; 2 years
* Milo; 2 years
* Cerelac; 30 days after it has been opened
* Fruit juice- 6-12 months
* Cheese; freezer 6-8 months, refrigerator 3-6 weeks
* Honey; 2 years
* Vegetable oil; 1 year if unopened, 6 months after opening
* Oats; 18-24 months
* Biscuits; between 2 weeks and 3 months
* Red oil; 18 months
* Bread; 3-7 days
* Nutella; 2 months
* Tin tomatoes; 18-24 months
* Coffee; 9 months
* Mayonnaise; 2-3 months
1. The impact of information technology on consumer education

With the help and use of information technology decision making, customer service, marketing strategies, human resource management are being reformed. Information technology is used for storing, protecting, processing, securing, transmitting, receiving, and retrieving valuable information. Internet is contributing to disseminating information, improving consumer value, enhancing consumer satisfaction, reliability and retention as well as consumer perception which in turn leads towards better profitability and increased market share. As of the consumers' viewpoint, Internet-based services can considerably decrease the costs for searching, extend the selection of vendors, deliver lower priced products/services, and increase easiness, allowing more control over products/services offered. This reduction in cost has inspired organizations to enlarge electronic information services and new competitors to enter existing market. In the era of IT, consumer behavior is the way of interacting with an online market, communicating with the business and approaching towards decisions, which are influenced by the presentation of the marketers.