



M.Sc. INTERNATIONAL HOSPITALITY AND TOURISM MANAGEMENT

Type: Semester End Assessment

Date: 07.06.2022

Semester: 4

Total Marks: 60

Time Duration: 3 Hrs

Course Name: Consumer Behaviour

Course Code: MHO413

Instructor: Frazer Rodrigues

This paper contains 02 pages in addition to the cover page.

Name: _____

Student Number: _____

Class: _____

Marks Obtained: _____

Faculty Signature: _____

Invigilator Signature: _____

Main Answer sheet	Number of Supplements	Total number of Answer sheets
01		

- Carefully read each question at the outset of the paper. All queries must be addressed to the faculty within the first 10 minutes of the examination.
- Students are expected to maintain complete silence in the examination hall and avoid interacting or communicating with their peers.
- Students must enter the examination hall 10 minutes prior to the scheduled time of the examination.
- Students will carry only their essential Books, notes, pens, pencils, calculators and scales into the examination hall.
- Bags, eatables, drinks, etc. will not be allowed inside the hall with the exception of a bottle of water.
- Cell phones and beeping watches are prohibited in the examination hall. The usage of electronic data banks is prohibited.
- Students will answer the examination with only blue/ black ball point pens unless informed differently by faculty. Avoid usage of green or red ink pens on the answer sheet.
- Dictionaries will not be allowed into examination hall unless informed differently by faculty.
- Students will not be permitted to exit the examination hall 30 minutes prior to end time of an examination. A student leaving the room will have to return his/her paper to the faculty and the paper will be considered as completed.
- Students may be permitted to take a break under exceptional circumstances only if accompanied by an invigilator.



Answer All Questions

- Q.1) The study of Consumer Behavior is concerned not only with what consumer buy, but also with why they buy it. Elaborate. (10)
- Q.2) Consumer decision making process makes consumer aware of their choices and identify their needs. Discuss. (10)
- Q.3) Social Media has huge influence on consumers. Elaborate. (10)
- Q.4) Understanding the needs of the consumers is really important when it comes to creating the right advertisement for the right audience. Explain. (10)
- Q.5) Cause related marketing heightens customer loyalty and boosts a company's public image. (10)
- Q.6) Consumer behavior refers to the study of how consumers make decision relating to their need, want, and desire and how do them buy and use products. Explain application of consumer Behavior. (10)