



V. M. SALGAOCAR INSTITUTE
of
INTERNATIONAL HOSPITALITY EDUCATION

M.Sc. INTERNATIONAL HOSPITALITY AND TOURISM MANAGEMENT

Type: Semester End Assessment (SEA)

Date: 04/01/2024

Batch and Semester: 2022-2024 & 3

Total Marks: 40

Time Duration: 2 Hours

Course Name: Consumer Behavior

Course Code: IHT-622

Instructor: Mr. Frazer Rodrigues

This paper contains 01 page in addition to the cover page.

Full Name of the Student: _____

Permanent Registration 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 should not interact or communicate with their peers.
- Students will carry only their essential stationery like pens, pencils, ruler and simple calculators 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, electronic data banks, scientific calculator and smart/beeping watches are prohibited in the examination hall.
- 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.



Answer All Questions

- Q.1.** Consumer behavior involves examining how individuals make decisions regarding their needs, wants, and desires, as well as understanding their purchasing and product usage patterns. Describe the practical applications of consumer behavior. **(10 Marks)**
- Q.2.** Examine the significance social media and brand influencers on consumer decision making. **(10 Marks)**
- Q.3.** Marketing Mix plays major role in consumer behavior. Explain. **(10 Marks)**
- Q.4.** How does cause-related marketing influence consumer behavior, and what factors contribute to consumers' positive responses or engagement with socially responsible campaigns? **(10 Marks)**