



V. M. SALGAOCAR INSTITUTE  
of  
INTERNATIONAL HOSPITALITY EDUCATION

**B.Sc. Culinary Arts**

Type: Semester End Assessment

Date: 12/04/2024

Batch and Semester: 2022-2025 and 4

Total Marks: 25

Time Duration: 2 Hours

Course Name: Consumer Behaviour

Course Code: CAN006

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 calculators 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 the following questions**

**Q.1.** Consumer Behaviour involves examining how individuals make decisions regarding their needs, wants, and desires as well as understand their purchasing and product usage patterns. Explain the application of consumer behaviour.

**(10 Marks)**

**Q.2.** Consumer decision making process make consumer aware of their choices and identify their needs. Elaborate

**(10 Marks)**

**Q.3.** Cause related marketing heightens customer loyalty and boosts a company's public image. Describe.

**(05 Marks)**

\*\*\*\*\*