



V. M. SALGAOCAR INSTITUTE
of
INTERNATIONAL HOSPITALITY EDUCATION

B.Sc. Culinary Arts

Type: Semester End Assessment

Date: 09/04/2025

Batch and Semester: 2023 - 2026 and 4

Total Marks: 25

Time Duration: 2 Hours

Course Name: Consumer Behaviour

Course Code: CAN006

Faculty: 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.



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Answer the following questions

- Q.1.)** Explain the interconnected relationship between consumer behavior and lifestyle, highlighting how consumer choices shape lifestyles and, in turn, how lifestyle influences purchasing decisions by reflecting values, identity, and societal norms. **(10 Marks)**
- Q.2.)** A global brand plans to enter a new market with diverse cultural values, lifestyles, and demographics. How should the company adapt its marketing strategies to effectively influence consumer behaviour and ensure successful market penetration? Provide examples. **(10 Marks)**
- Q.3.)** How do perception, motivation, and attitude affect consumer behaviour? Elaborate with examples how these psychological factors influence purchasing decisions. **(05 Marks)**
