



V. M. SALGAOCAR INSTITUTE
of
INTERNATIONAL HOSPITALITY EDUCATION

M.Sc. International Hospitality and Tourism Management

Type: Semester End Assessment (SEA)

Date: 07/01/2026

Batch and Semester: 2024 - 2026 & Semester III

Total Marks: 40

Time Duration: 2 Hours

Course Name: Consumer Behavior

Course Code: IHT-622

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 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.



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Answer All Questions

- Q.1.** Explain the meaning of perception and its significance in marketing strategy. **(10 Marks)**
- Q.2.** Describe the role of external influences such as family and reference groups on consumer buying decisions. **(10 Marks)**
- Q.3.** How can cause-related marketing help a brand build positive consumer attitudes? Illustrate with an example. **(10 Marks)**
- Q.4.** An online retailer notices high cart abandonment rates. How can understanding the consumer decision-making process help reduce this issue? **(10 Marks)**
