

Roll No.

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Total No. of Pages : 02

Total No. of Questions : 09

MTTM (Sem.-3)
CONSUMER BEHAVIOUR
Subject Code : MTTM304-18
M.Code : 76863
Date of Examination : 21-12-22

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.**
2. **SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.**
3. **SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.**

SECTION-A

1. Write briefly :

- a. What is black box model of consumer behaviour?
- b. What are personal factors which influence consumer behaviour?
- c. What are the activities involved in the segmenting of tourism market?
- d. What strategies are used to influence need recognition stage by marketers?
- e. How does innovation influence the adoption process?
- f. What are various sources for information search used by consumers in tourism industry?
- g. What are cultural impacts on host guest interactions?
- h. Outline factors which influence adoption process.
- i. What is dead-set in evaluation of alternatives?
- j. What factors influence tourism promotion process?

SECTION-B

2. Discuss in detail the theory of Commitment and Involvement of understanding consumer behaviour. What are its implications in tourism industry?
3. Discuss various factors which influence consumer buying decision in tourism industry.
4. Differentiate between early adopters, adopters, laggards and mass market consumers. Which of the segments is considered most profitable and why?
5. Discuss role of cognitive dissonance in post purchase stage.
6. Discuss the impact of Physical environment on host guest interactions.

SECTION-C

7. What do you mean by Consumer Behaviour? Discuss various factors which affect consumer behaviour. Give examples.
8. Discuss in detail the factors which influence the Buyer decision making process.
9. Discuss the implications of planning, organizing, staffing, leading and controlling for tourism management.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.