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**School of Hospitality**

**Bachelor of Business Administration in Tourism and Travel  
Mid Term Examination - May 2024**

**Duration : 90 Minutes  
Max Marks : 50**

**Sem IV - I1UA405T - Consumer Behavior**General Instructions

*Answer to the specific question asked*

*Draw neat, labelled diagrams wherever necessary*

*Approved data hand books are allowed subject to verification by the Invigilator*

- 1) How do social factors influence consumer behavior? K2 (2)
- 2) Describe the stages of the consumer decision-making process. K1 (3)
- 3) What are buying motives, and how do they influence consumer behavior? K2 (4)
- 4) What is the perceptual process, and how does it influence consumer behavior? K2 (6)
- 5) Explain the Howard Sheth Model of Buying Behavior and its components. K3 (6)
- 6) What are the reasons for studying consumer behavior, and how does it benefit businesses? K3 (9)
- 7) Discuss the cognitive, emotional, and behavioral perspectives to understanding consumer decision making. K4 (8)
- 8) Explain the concept of consumer behavior in the context of tourism. How does understanding consumer behavior contribute to the success of tourism businesses? K4 (12)

**OR**

- Discuss the key factors that influence consumer behavior in the tourism industry. How do these factors impact travel-related decision-making? K4 (12)