School of Hospitality

Bachelor of Business Administration in Tourism and Travel
Semester End Examination - Jun 2024

Duration : 180 Minutes
Max Marks : 100

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)	What is consumer behavior, and why is it important for marketers?	K1(2)
2)	Discuss one type of consumer learning and its application in marketing strategies.	K2(4)
3)	How can marketers measure consumer attitudes, and why is it important?	K2(6)
4)	How does classical conditioning impact consumer behavior, and provide an example?	K3(9)
5)	Discuss how the Howard Sheth Model differs from other models of consumer behavior.	K3(9)
6)	What are some examples of companies that excel in delivering consumer satisfaction, and how do they achieve it?	K5(10)
7)	Explain the relationship between consumer behavior and marketing, emphasizing how consumer insights drive marketing strategies and tactics.	K4(12)
8)	Provide examples of successful promotional campaigns that have leveraged consumer behavior insights to drive engagement and sales.	K5(15)
9)	In industrial buying behavior, elaborate on the roles and interactions of participants within the decision-making process, and how do these roles evolve throughout the process?	K5(15)
10)	Explain the importance of consumer behavior in the development of promotion strategies. How can companies leverage consumer behavior insights to create more effective promotional campaigns?	K6(18)