

SECTION-B

2. Pen down the various factors affecting consumer behavior.
3. Discuss the various stages in the adoption process.
4. What is the influence of product characteristics on rate of adoption?
5. Pen down the specific consideration of host-guest interaction and their impact on social environment.
6. Discuss the various considerations for the implications for tourism management.

SECTION-C

7. Discuss the various models of consumer behavior.
8. Discuss the buyer decision process in detail with suitable example.
9. Pen down the activities, interests and opinions of tourism market segments and their buying decision behavior.

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