Roll No: ☐☐☐☐☐☐☐☐☐☐

The Assam Royal Global University, Guwahati
Royal School of Travel and Tourism Management
Masters in Travel and Tourism Management, 4th Semester
Semester End Examination, June 2023
Course Title: Tourist Behaviour
Course Code: TTM204C404

Time: 3 Hours

Maximum Marks: 70

Note: Attempt all questions as per instructions given.
The figures in the right-hand margin indicate marks.

Section – A

1. Attempt **all questions**. (Maximum word limit 50)　　　　2 x 8

   a. Write about any two models of tourist behaviour.
   b. What is the difference between a need and a want?
   c. What is a trait? Give one example of a trait.
   d. Who is the proponent of Psychoanalytic Theory?
   e. Define consumer imagery.
   f. What is perceived risk?
   g. What do you understand by beliefs?
   h. How is attitude different from behaviour?

Section – B

2. Attempt **any two** of the following:　　　　6x 2

   a. Explain the STP process and the three STP strategies.
   b. Describe Maslow's Need Hierarchy Theory of Motivation.
   c. Write about the process of motivation.

   Attempt **any two** of the following:　　　　7 x 2

   a. What are the three levels of Allport's Trait Theory? Explain of them.
   b. Who are the three kinds of customers according to the Socio-psychological Theory?
   c. Write about any five destinations based on different personalities.

4. Attempt **any two** of the following:　　　　7 x 2

   a. Write a note on the dynamics of perception.
   b. What are the different strategies for reducing perceived risk?
   c. Write about the cognitive learning theories.

5. Attempt **any two** of the following:　　　　7 x 2

   a. Write about the Multi-attribute Attitude Model.
   b. What are the various strategies for changing the attitude of consumers?
   c. How to measure the attitude of consumers about a particular product?