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**PRESIDENCY UNIVERSITY**

**Bengaluru**

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| **Ph.D. Course Work End Term Examinations – JAN-FEB 2025** |
| **Date:** 31- 01- 2025 **Time:** 09:30 am – 12:30 pm |

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| **School:** SOM | **Program:** Ph.D. | |
| **Course Code :** MGT910 | **Course Name :** Nutrition Science : Food Choice and Consumer Behaviour | |
| **Semester**: | **Max Marks**: 100 | **Weightage**:50% |

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| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **20** | **20** | **20** | **20** | **20** |

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Do not write anything on the question paper other than roll number.*

**Part A**

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| --- | --- | --- | --- | --- |
| **Answer ALL the Questions. Each question carries 10 marks. 6Q x 10M=60Marks** | | | | |
| **1** | Analyze how government policies such as subsidies and taxation influence consumer food choices in India. Propose actionable policy recommendations to encourage healthier and environmentally sustainable diets. | **10 Marks** | **3** | **CO1** |
| **2** | Create a budget-friendly meal plan for a low-income family that balances nutritional value and environmental sustainability. Justify your choices and discuss potential challenges in implementation. | **10 Marks** | **3** | **CO2** |
| **3** | Using a supermarket as a context, develop a strategy that leverages consumer psychology to guide shoppers toward healthier food choices. Explain how appetite and socioeconomic factors are considered in your strategy. | **10 Marks** | **3** | **CO1** |
| **4** | Design a consumer-focused educational workshop to demonstrate the difference between 'liking' and 'wanting' food and its implications for portion control. Provide examples of activities or tools you would use. | **10 Marks** | **3** | **CO2** |
| **5** | Design a school-based initiative to shift children’s food preferences toward fruits and vegetables. Explain how you would adapt scientific evidence to create practical, age-appropriate interventions. | **10 Marks** | **3** | **CO5** |
| **6** | Create a marketing strategy for a healthy food product that accounts for consumer behaviors influenced by appetite triggers and socioeconomic status. Justify how your strategy targets specific consumer segments. | **10 Marks** | **3** | **CO5** |

**Part B**

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| **Answer the Questions. Each question carries 20 marks 2Q x 20 = 40 Marks** | | | | | |
| **7.** |  | A university cafeteria introduces a new menu aimed at promoting healthy eating among students. The menu includes salads, whole grains, and low-fat options, alongside the usual high-calorie fast food. Despite initial enthusiasm, the healthy options are often left untouched, while fast food remains popular. A survey reveals that students prefer fast food due to its taste, affordability, and convenience, even though many express awareness of the benefits of eating healthy. The university considers offering discounts on healthy meals and launching an awareness campaign but is unsure if these measures will be effective.   1. Analyze the factors influencing students’ preference for fast food over healthy options in the university cafeteria and identify the primary barriers to change. 2. Evaluate the potential effectiveness of offering discounts and launching an awareness campaign. Recommend an alternative or complementary strategy that could yield better results. | **20 Marks** | **4** | **CO3** |
|  | | | | | |
| **8.** |  | In a low-income neighborhood, many residents struggle to make healthy food choices due to limited access to affordable, nutritious options. A local grocery store offers a variety of products, but the majority of affordable options are processed foods high in sugar, salt, and fat. The store manager has noticed that residents typically choose these cheaper, calorie-dense foods, even though they are aware of the long-term health consequences. The manager is considering ways to encourage healthier eating while maintaining profitability.   * 1. Analyze the factors influencing the food choices of residents in the low-income neighborhood. How do socioeconomic factors such as income and food availability affect their eating habits?   2. Evaluate the potential effectiveness of introducing healthier, affordable food options at the local grocery store. Propose an economic strategy that balances the need for healthier food choices with the store’s profitability. | **20 Marks** | **5** | **CO4** |

**\*\*\*\*\* BEST WISHES \*\*\*\*\***