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PRESIDENCY UNIVERSITY BENGALURU

Department of Research & Development

Mid - Term Examinations – AUGUST 2024

Odd Semester: Ph.D. Course Work

Course Code: MGT910

Course Name: Nutrition Science : Food Choice and Consumer

Behaviour

Department: SoM

Date: 12/08/2024

Time: 2:00pm – 03:30pm

Max Marks: 50

Weightage: 25%

Instructions:

- (i) Read the all questions carefully and answer accordingly.
 - (ii) Do not write any matter on the question paper other than roll number.
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PART A (THOUGHT PROVOKING)

Answer all the Questions. Each question carries 5 marks.

(4Qx 5M= 20M)

1. Question (CO:01 BL:01)

Recall how consumer food choices can be measured and monitored

2. Question (CO:01 BL:01)

Describe the impacts of food choice on health

3. Question (CO:02 BL:02)

Explain the impact of food choices on the environment

4. Question (CO:02 BL:02)

Describe the economics of food choices in developed versus emerging economies

PART B (PROBLEM SOLVING)

Answer all the Questions. Each question carries 10 marks.

(3Qx 10M= 30M)

5. Question (CO:02 BL:03)

Analyze how socioeconomic factors influence consumer behaviors related to appetite and food choices. Illustrate your answer with specific examples of how income, education, and social environment can impact dietary habits and preferences.

6. Question (CO:02 BL:02)

Differentiate between the concepts of 'liking' and 'wanting' in the context of the dual-process model of eating.

7. Question (CO:03 BL:03)

Analyze how these concepts of liking and wanting influence appetite and satiety, and evaluate the role of portion control in managing eating behaviors. Use relevant examples to support your analysis.