

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTER OF COMMERCE (M.COM.)
EXAMINATION : MAY - 2022
FIRST SEMESTER
Sub: Consumer Behavior (MCM-112)

Date: 27/05/2022

Total marks: 100

Time: 02.00 pm to 05.00 pm

Instruction: All questions are compulsory.

Q. 1. Answer the following questions. (Attempt any three) (30)

1. Consumer perception plays an important role. Discuss.
2. What is consumer research? Explain its process.
3. Explain the importance of consumer protection.
4. How are attitudes formed?
5. Motivation plays an important role. Explain

Q.2. Answer the following questions. (Attempt any three) (30)

1. Distinguish between Primary and Secondary data.
2. Explain the scope of business ethics.
3. Explain rural consumer behavior
4. State the importance of business ethics
5. Importance of attitude

Q.3. Write short notes. (Attempt any four) (20)

1. Positive and negative motivation
2. Rural consumer
3. Product
4. Role of Marketer
5. Objectives of Consumer Protection Act
6. Secondary data

Q4A. Answer in one Sentence (Any 5) (10)

1. What do you mean by Motivation?
2. What is meant by Ethics?
3. What is perception?
4. What is Primary data?
5. Give an example of Secondary data.
6. Out of Primary and secondary data, which one is original?
7. What is the definition of Consumer Behavior?

Q.4B. Select the correct Alternatives (Attempt any Ten) (10)

1. ----- is a social network
 - a) LinkedIn
 - b) telephone
 - c) e-mail
 - d) none of these

2. ----- is the fastest means of communication

a) Internet	b) newspaper
c) radio	d) TV
3. Direct interviews are -----source of data collection

a) Primary	b) Intermediate
c) Secondary	d) none of these
4. Mode is a common item of -----

a) Frequency	b) Data
c) Series	d) Method
5. Perception is a ----- process

a) Mental	b) Physical
c) Controlled	d) Stimuli
6. Learning involves change in -----

a) behavior	b) habit
c) attitude	d) none of these
7. ----- data is original

a) primary	b) internet
c) secondary	d)journal
8. Consumer behavior is the study of-----

a) group	b) product
c) society	d) individual
9. Individual and family tend to go through-----

a) Life cycle	b) Older cycle
c) Living	d) young cycle
10. The word market is derived from the----- language

a) Greek	b) French
c) Latin	d) English
11. Business ethics includes everyday-----

a) honesty	b) concern
c) dishonest	d) responsibility
12. Ethics means rule of----- conduct

a) right	b) correct
c) wrong	d) incorrect