
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 :60

Time: 2.00 pm to 4.30 pm

Instructions: 1) All questions are compulsory.
2) Figures to the right indicate full marks.

Q.1 Answer the following questions. (Attempt any two) (32)

1. What is Consumer Research? Explain its process.
2. Discuss the importance of consumer protection in India.
3. Consumer Behavior is an important concept in marketing ,Discuss
4. State and explain the steps in buying process.

Q.2 Answer the following. (Attempt any one) (08)

1. Explain Need theory of Motivation
2. Explain why attitude formation plays an important role.
3. Define learning. Explain its characteristics.

Q.3 Write short notes. (Attempt any two) (10)

1. Women consumer
2. External factors Influencing Selection
3. Collecting Secondary Data

Q.4 Select the Correct Alternatives (Attempt Any Ten) (10)

1. Need Hierarchy Theory is given by _____.
 - a) Henry Fayol
 - b) Philip Kotler
 - c) Peter Drucker
 - d) A. H. Maslow
2. Consumer research helps to identify----- opportunities
 - a. Marketing
 - b. Changing
 - c. Growth
 - d. Performance
3. First hand information is related to-----
 - a. Secondary data
 - b. Changing data
 - c. Fixed data
 - d. Primary
4. Secondary data is available through-----
 - a) books
 - b) interview
 - c) survey
 - d) none of these
5. POP means-----
 - a) Product of Place
 - b) Please offer product
 - c) Point of Purchase
 - d) Point of Product

6. Majority of Indian rural consumers are _____.
- | | |
|-------------|---------------|
| a) Literate | b) Illiterate |
| c) Educated | d) Innocent |
7. The word market is derived from-----.
- | | |
|-----------|-----------|
| a) Greek | b) Latin |
| c) French | d) German |
8. Ethics is plain everyday-----.
- | | |
|------------|---------------|
| a) honesty | b) dishonesty |
| c) concern | d) principles |
9. Magazine is an example of -----data.
- | | |
|--------------|------------------|
| a) Primary | b) Sourcing |
| c) Secondary | d) Out- sourcing |
10. Two types of product are-----and -----
- | | |
|-------------|---------------|
| a. Tangible | b. Intangible |
| c. Rigid | d. Fixed |
11. Perception is a -----process
- | | |
|---------------|------------------|
| a. Mental | b. Physiological |
| c. Controlled | D. Attitudinal |
12. Consumer behavior evolved in the late-----
- | | |
|---------|---------|
| a. 1950 | b. 1969 |
| c. 1980 | d. 1987 |
