

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

Date: 9/6/2022

Total marks: 100

Time: 2.00 pm to 5.00 pm

Instruction: All questions are compulsory.

- Q. 1. Answer the following questions. (Attempt any three) (30)**
1. Explain the concept of consumer behavior and marketing.
 2. How are attitudes formed?
 3. Motivation plays an important role. Explain
 4. Explain how brand influences customers
 5. What is consumer research? Explain its process in detail.
- Q.2. Answer the following questions. (Attempt any three) (30)**
1. Importance of consumer protection
 2. Why is secondary data important?
 3. Explain A.H. Maslow's need hierarchy theory
 4. Distinguish between Primary and Secondary data.
 5. Explain the scope of business ethics.
- Q.3. Write short notes. (Attempt any four) (20)**
1. Importance of business ethics
 2. Primary data
 3. Role of rural consumer.
 4. Role of the Marketer
 5. Objectives of consumer protection acts
 6. Learning
- Q4A. Answer in one Sentence (Any 5) (10)**
1. Define Consumer Behavior.
 2. What do you mean by Ethics?
 3. What do you mean by motivation?
 4. Give an example of Secondary data.
 5. What is meant by Primary data?
 6. Out of Primary and Secondary data, which one is original?
 7. What is perception?

Q4B. Select the correct Alternatives (Attempt any Ten)

(10)

1. Data collection can be-----.
a) simple
b) complex
c) tough
d) rigid
2. ----- is the head of the family
a) father
b) wife
c) mother
d) husband
3. POP stands for
a) point of purchase
b) point of package
c) point of pen
d) point on point
4. The 2 Ps are _____.
a) Product
b) place
c) pin
d) pond
5. Secondary data is available through-----
a) journal
b) books
c) interview
d) none of these
6. The mode is a common item of a -----.
a) series
b) data
c) frequency
d) method
7. ----- is plain everyday honesty
a) Business ethics
b) Social responsibility
e) Social concern
f) Rules
8. Individual and family tend to go through -----.
a) Life cycle
b) Older cycle
c) Living
d) young cycle
9. Books are example of which data -----
a) Primary
b) Intermediary
c) Secondary
d) None of these
10. Product are usually -----
a) Rigid
b) costly
c) tangible
d) affordable
11. Two types of product are----and-----
a) Tangible
b) Rigid
c) Intangible
d) Static
12. ----- is the fastest means of communication
a) Internet
b) newspaper
c) radio
d) TV