## 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 :60		
Instru	ctions:	1) All questions ar	re compulsory.		
		2) Figures to the ri	ight indicate full marks.		
Q.1	Answer t	he following question	(32)		
1.	Consumer	perception plays an i			
2.	Motivatio	n plays an important i			
3.	Explain th	e scope of business e			
4.	4. Define Consumer Behavior. Explain how brand influences customers				
<b>Q.2</b>		he following. (Attem lays an important role		(08)	
2.	What is co	onsumer research? Ex			
3.	Explain A.H. Maslow's need hierarchy theory				
<b>Q.3</b>	Write sho	ort notes. (Attempt a	nny two)	(10)	
2.	Primary D	<b>D</b> ata			
3.	Positive a	nd Negative data			
4.	Product				
Q.4	Select the Correct Alternatives (Attempt Any Ten)			(10)	
1.	POP stand	ls for			
	•	int of purchase	b) Point of package	e	
	•	nt of pen	d)Point on point		
2.		is included			
		nesty	• • •		
	c) Co		d) Dishonesty		
3.		common item of			
		equency	b) Data		
	c) Sei		d) Method		
4.		involves change i			
	a) lea	-	b) reading		
	c) kno	owledge	d) talking		

5.	Secondary data is available through			
	a) journal	b) books		
	c) interview	d) none of these		
6.	is the fastest means of communication			
	a) Internet	b) newspaper		
	c) radio	d) TV		
7.	FMCG means			
	a) Fast Moving Consumer Goods	b) Fastest Courier Consumer Goods		
	c) Fast Movable Company Guards	d) Fast Manageable Customer Goods		
8.	data is original.			
	a) primary	b) internet		
	c) secondary	d) journal		
9.	Perception is a process.			
	a) Mental	b) Physical		
	c) Controlled	d) Stimuli		
10.	The word market is derived from the language			
	a) Greek	b) French		
	c) Latin	d) English		
11.	Direct interviews aresource of data collection			
	a) Primary	b) Intermediate		
	c) Secondary	d) none of these		
12.	Individual and family tend to go through			
	a) Life cycle	b) older cycle		
	c) Living	d) young cycle		