

**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

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. Consumer perception plays an important role. Discuss
2. Motivation plays an important role. Explain
3. Explain the scope of business ethics
4. Define Consumer Behavior. Explain how brand influences customers

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

1. Attitude plays an important role explain
2. What is consumer research? Explain its process in detail
3. Explain A.H. Maslow's need hierarchy theory

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

1. Rural consumer
2. Primary Data
3. Positive and Negative data
4. Product

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

1. POP stands for -----
  - a) Point of purchase
  - b) Point of package
  - c) Point of pen
  - d) Point on point
2. \_\_\_\_\_ is included in business ethics
  - a) Honesty
  - b) Responsibility
  - c) Concern
  - d) Dishonesty
3. Mode is a common item of -----
  - a) Frequency
  - b) Data
  - c) Series
  - d) Method
4. ----- involves change in behavior
  - a) learning
  - b) reading
  - c) knowledge
  - d) talking

