

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

Date: 08 /12/2022

Total Marks :60

Time: 10.00 am to 12.30 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. Define Consumer Behavior .Explain how brand influences customers.
 2. Explain Maslow's Need Hierarchy Theory of Motivation.
 3. Motivation plays an important role. Explain
 4. Consumer perception plays an important role. Discuss
- Q.2 Answer the following. (Attempt any one) (08)**
1. What are the reliefs available to customers in case of Consumer Rights Violation?
 2. Explain Herzberg's two factor theory.
 3. Explain the importance of consumer protection
- Q.3 Write short notes. (Attempt any two) (10)**
1. Perception Process
 2. Extrinsic Motivation
 3. Gap model of service quality
 4. Extrinsic Motivation
- Q.4 Select the Correct Alternatives (Attempt Any Ten) (10)**
1. Data collection could be simple to-----
 - a) Complex
 - b) Easy
 - c) Difficult
 - d) Technical
 2. Any one type of data collection
 - a) Primary
 - b) Interview
 - c) Secondary
 - d) None of these
 3. Consumer research is the function that links information to identify--- opportunities
 - a) Market
 - b) Change
 - c) Growth
 - d) Performance
 4. Ethics means rule of----- conduct
 - a) right
 - b) correct
 - c) wrong
 - d) incorrect

5. The mode is a common item of a -----.
- | | |
|--------------|-----------|
| a) series | b) data |
| c) frequency | d) method |
6. Business ethics includes everyday-----.
- | | |
|--------------|-------------------|
| a) honesty | b) concern |
| c) dishonest | d) responsibility |
7. Secondary data is available through-----
- | | |
|--------------|------------------|
| a) journal | b) books |
| c) interview | d) none of these |
8. The word market is derived from the----- language.
- | | |
|----------|------------|
| a) Greek | b) French |
| c) Latin | d) English |
9. ----- means rules of conduct.
- | | |
|------------|--------------|
| a) Ethics | b) Character |
| c) Culture | d) Values |
10. ----- is plain everyday honesty.
- | | |
|--------------------|--------------------------|
| a) Business ethics | b) Social responsibility |
| e) Social concern | f) Rules |
11. ----- is an example of secondary data.
- | | |
|-------------|--------------|
| a) Journals | b) Interview |
| c) Books | d) Magazine |
12. ----- involves change in behavior.
- | | |
|-------------|---------------|
| a) Learning | b) Discussion |
| c) Thinking | d) Knowledge |
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