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: 100 Time: 10.00 am to 01.00 pm Instruction: All questions are compulsory. Q. 1. (30)Answer the following questions. (Attempt any two) 1. Explain Internal and External factors of selection process influencing perception. Explain the concepts of consumer behavior and marketing. What is consumer research? Explain its process in detail 4. Explain the scope of business ethics. **Q.2** Answer the following questions. (Attempt any three) (30)1. Write the meaning of Business Ethics. State its Importance and scope. 2. Explain the importance of Government in Consumer Movement. 3. What strategy shall be considered for online consumer? 4. Distinguish between Primary and Secondary data. 5. Explain the scope of business ethics. 0.3 Write short notes. (Attempt any four) (20)**Perception Process** 1. 2. **Extrinsic Motivation** 3. Gap model of service quality 4. Secondary data Positive and Negative data 5. **Product** 6. (10)Q.4A. Answer in one Sentence (Attempt any five) 1. Define CSR 2. What is Primary Data? 3. What is Secondary Data? 4. Full Form of POP 5. Full Form of FMCG 6 Define Market 7. Define Consumer

1. CSR stands for	Q.4B.	Select the correct Alternatives (Attempt any ten)		(10)
c) Common Social Response d) Corporate Social Recommendations 2	1.			
2		a) Corporate Social Responsibility	b) Common Seal Response	
a) Values c) culture d) social recommendations 3. Hierarchy need theory was stated by a) A.H. Maslow c) Henry Fayol d) Chester Bernard 4. Perception is a		c) Common Social Response	d) Corporate Social Recommendations	
c) culture d) social recommendations 3. Hierarchy need theory was stated by	2.	is the moral principle and values applied to social behavior.		
a) A.H. Maslow b) Peter Drucker c) Henry Fayol d) Chester Bernard 4. Perception is a		a) Values	b) ethics	
a) A.H. Maslow c) Henry Fayol d) Chester Bernard 4. Perception is a		c) culture	d) social recommendations	
a) A.H. Maslow c) Henry Fayol d) Chester Bernard 4. Perception is a	3.	Hierarchy need theory was stated by		
4. Perception is a				
a) Mental c) physiological d) learning 5		c) Henry Fayol	d) Chester Bernard	
a) Mental c) physiological d) learning 5	4.	Perception is a process.		
5is the fastest mode of communication. a) Telephone c) E-Commerce d)Internet 6. Different product motives are			b) controlled	
a) Telephone c) E- Commerce d)Internet 6. Different product motives are		•	·	
a) Telephone c) E- Commerce d)Internet 6. Different product motives are	5.	is the fastest mode of communica	tion.	
c) E-Commerce d)Internet 6. Different product motives are				
a) Desire for gain b) security c) Satisfaction of emotions d) pride of ownership 7. Ethics deals withprinciple. a) moral b) cultural c) social b) cultural d) economical 8. Online shopping is known as a) Digital marketing b) SMS c) E-Commerce d) email 9				
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a) moral c)) social d) economical 8. Online shopping is known as			•	
a) moral c)) social d) economical 8. Online shopping is known as	7.	Ethics deals withprinciple.		
c)) social d) economical 8. Online shopping is known as			b) cultural	
8. Online shopping is known as			·	
a) Digital marketing b) SMS c) E- Commerce d) email 9	8.	Online shopping is known as		
c) E- Commerce d) email 9				
9			•	
a) Primary b) Google c) Secondary d) none of these 10	0	•	•	
c) Secondary d) none of these 10	λ.	_	h) Google	
10		,	, .	
a) Father c) Mother d) brother 11. POP stands for a) point of purchase c) point of pen d) none of these 12. 4ps include a) product b) pack	10	•	d) hole of these	
c) Mother 11. POP stands for	10.	•	b) Sister	
11. POP stands for			•	
a) point of purchase b) point of point c) point of pen d) none of these 12. 4ps include a) product b) pack	11.	•	.,	
c) point of pen d) none of these 12. 4ps include a) product b) pack			b) point of point	
12. 4ps include				
a) product b) pack	12.	* *	,	
		-	b) pack	
		c) pin	d) none of these	