

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. Answer the following questions. (Attempt any two) (30)

1. Explain Internal and External factors of selection process influencing perception.
2. Explain the concepts of consumer behavior and marketing.
3. 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.

Q.3 Write short notes. (Attempt any four) (20)

1. Perception Process
2. Extrinsic Motivation
3. Gap model of service quality
4. Secondary data
5. Positive and Negative data
6. Product

Q.4A. Answer in one Sentence (Attempt any five) (10)

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

