

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**MASTER OF COMMERCE (M.COM.)**  
**EXAMINATION : MAY - 2023**  
**FIRST SEMESTER**  
**Sub: Consumer Behavior (MCM-112)**

**Date: 31/05/2023**

**Total marks: 100**

**Time: 10.00 am to 01.00 pm**

**Instruction: All questions are compulsory.**

<b>Q. 1.</b>	<b>Answer the following questions. (Attempt any two)</b>	<b>(30)</b>
1.	Define Consumer Behavior .Explain how brand influences customers	
2.	Motivation plays an important role. Explain	
3.	How are attitude formed?	
4.	Define consumer perception and brand	
<b>Q.2</b>	<b>Answer the following questions. (Attempt any three)</b>	<b>(30)</b>
1.	Explain the applications of Consumer Behaviour.	
2.	What are the reliefs available to customers in case of Consumer Rights Violation ?	
3.	Explain Herzberg's two factor theory.	
4.	Explain rural consumer behavior	
5.	State the importance of business ethics	
<b>Q.3</b>	<b>Write short notes. (Attempt any four)</b>	<b>(20)</b>
1.	Importance of attitude	
2.	Market	
3.	Product	
4.	Primary data	
5.	Perception Process	
6.	Extrinsic Motivation	
<b>Q.4A.</b>	<b>Answer in one Sentence (Attempt any five)</b>	<b>(10)</b>
1.	What do you mean by Motivation?	
2.	What is meant by Ethics?	
3.	What is perception?	
4.	Define Market	
5.	Write 4P's of Marketing	
6.	Define Consumer	
7.	What is Product?	
<b>Q.4B.</b>	<b>Select the correct Alternatives (Attempt any ten)</b>	<b>(10)</b>

1.	FMCG IS _____.		
	a) Fast Moving Consumer Goods	b) Fastest Courier Consumer Goods	
	c) Fast Movable Company Guards	d) Fast Manageable Customer Goods	
2.	Direct interviews are _____ source of data collection		
	a) Primary	b) Intermediate	
	c) Secondary	d) none of these	
3.	--- is the fastest means of communication		
	a) Internet	b) newspaper	
	c) radio	d) TV	
4.	_____ involves change in behavior.		
	a) learning	b) reading	
	c) knowledge	d) talking	
5.	Consumer behavior is the study of _____.		
	a) group	b) society	
	c) individual	d) product	
6.	_____ means rule of conduct.		
	a) Culture	b) Character	
	c) Ethics	d) Values	
7.	_____ is social network		
	a) LinkedIn	b) telephone	
	c) e-mail	d) none of these	
8.	Consumer behavior evolved in late _____.		
	a) 1950	b) 1969	
	c) 1980	d) 1987	
9.	The word market is derived from the --- word Marcatus		
	a) Latin	b) English	
	c) French	d) Greek	
10.	Mode is a common item of -----		
	a) Frequency	b) Data	
	c) Series	d) Method	
11.	P stand for----		
	a) Product	b) Plain	
	c) Piece	d) Pan	
12.	Secondary data is available through-----		
	a) journal	b) interview	
	c) Questionnaire	d) none of these	