

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTER OF COMMERCE (M.COM.)
EXAMINATION : MAY2023
FIRST SEMESTER
Sub: Consumer Behavior (MCM-112)

Date: 31/05/2023

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. Explain Consumer's perception of Risk.
4. Explain the scope of business ethics.

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

1. Explain the applications of Consumer Behavior.
2. What are the reliefs available to customers in case of Consumer Rights Violation?
3. Explain Herzberg's two factor theory.

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

1. Secondary data
2. Positive and Negative data
3. Product
4. Gap model of service quality

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

1. Consumer research is included in
 - a) marketing
 - b) social
 - c) economic
 - d) society
2. CSR stands for
 - a) Corporate Social Responsibility
 - b) Common Seal Response
 - c) Common Social Response
 - d) Corporate Social Recommendations
3. Is the moral principle and values applied to social behavior.
 - a) Values
 - b) ethics
 - c) culture
 - d) social recommendations
4. Hierarchy need theory was stated by
 - a) A.H. Maslow
 - b) Peter Drucker
 - c) Henry Fayol
 - d) Chester Bernard

5. Our Indian society studies in
 - a) Harmony
 - b) Diversity
 - c) Similarities
 - d) Unity
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
 - d) economical
8. Online shopping is known as
 - a) Digital marketing
 - b) SMS
 - c) ecommerce
 - d) email
9. Secondary data is available through the
 - a) Journals
 - b) Survey
 - c) Interview
 - d) None of these
10. ----- means rule of conduct
 - a) Culture
 - b) Character
 - c) Ethics
 - d) Values
11. ____ is included in business ethics
 - a) Honesty
 - b) Responsibility
 - c) Concern
 - d) Dishonesty
12. Books are example of which data-----
 - a) Primary
 - b) Intermediary
 - c) Secondary
 - d) None of these
