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MASTER OF COMMERCE (M.COM)

EXAMINATION: DECEMBER - 2023

FIRST SEMESTER

Sub: Consumer Behavior (MCM-112)

Date: 09/12/2023 Total marks: 100 Time: 10.00 am to 01.00 pm Instruction: 1) All questions are compulsory. 2) Figures to the right indicate full marks. Q. 1 Answer the following questions. (Attempt any two) (30)1. Explain the concept of consumer perception. State its importance. Explain Maslow's Need Hierarchy Theory of Motivation. 3. Define Consumer Behavior .Explain how brand influences customers 4. What is consumer research? Explain its process in detail Q. 2 Answer the following questions. (Attempt any three) (30)1. What are the reliefs available to customers in case of Consumer Rights Violation? 2. Write the meaning of Business Ethics. State its Importance and scope. Explain the importance of Government in Consumer Movement. 4. Explain Herzberg's two factor theory. 5. Explain rural consumer behavior Q. 3 Write short notes. (Attempt any four) (20)1. Survey Method Secondary Data 3. Importance of Media 4. Positive and Negative goals 5. Influence of Media Role of government in consumer movement Q. 4 A. Answer in one Sentence (Attempt any five) (10)1. Define Cognitive Learning 2. Define Positive motivation 3. Scope of Business Ethics 4. Define two Methods of Primary Data collection 5. Define Market 6. Write 4P's of Marketing 7. What is perception?

В.	Select the correct Alternatives (Attempt any ten)	
1.	1 is social network.	
	a) LinkedIn	b) telephone
	c) e-mail	d) none of these
2.	Consumer behavior evolved in late	
	a) 1950	b) 1969
	c) 1980	d) 1987
3.	The word market is derived from the word Marcatus	
	a) Latin	b) English
	c) French	d) Greek
4.	Mode is a common item of	
	a) Frequency	b) Data
	c) Series	d) Method
5.	P stand for	
	a) Product	b) Plain
	c) Piece	d) Pan
6.	Secondary data is available through	
	a) journal	b) interview
	c) questionnaire	d) none of these
7.	Consumer research is included in	
	a) marketing	b) social
	c) economic	d) society
8.	CSR stands for	
	a) Corporate Social Responsibility	b) Common Seal Response
	c) Common Social Response	d) Corporate Social Recommendations
9.	Is the moral principle and values applied to social behavior.	
	a) Values	b) Ethics
	c) Culture	d) Social recommendations
10.	Hierarchy need theory was stated by	
	a) A.H. Maslow	b) Peter Drucker
	c) Henry Fayol	d) Chester Bernard
11.	is included in business ethics	,
	a) Honesty	b) Responsibility
	c) Concern	d) Dishonesty
12.	Books are example of which data?	a) Dishonesty
	a) Primary	b) Intermediary
	c) Secondary	d) None of these
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