

TILAK MAHARASHTRA VIDYAPEETH, PUNE
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.
2. 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.
3. 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
2. Secondary Data
3. Importance of Media
4. Positive and Negative goals
5. Influence of Media
6. 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?

