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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: 60

Time: 10.00 am to 12.30 pm

Instruction: 1) All questions are compulsory. 2) Figures to the right indicate full marks.

Q. 1 Answer the following questions. (Attempt any two) (32)

1. Explain Maslow's Need Hierarchy Theory of Motivation.
2. Motivation plays an important role. Explain.
3. Define Consumer Behavior .Explain how brand influences customers.
4. Explain Consumer's perception of Risk.

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

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

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

1. Gap model of service quality
2. Perception Process
3. Primary Data
4. Market

Q. 4 Select the correct Alternatives (Attempt any ten) (10)

1. Ethics means rule of ----- conduct.
a) right
b) correct
c) wrong
d) incorrect
2. ---- is a social network.
a) LinkedIn
b) telephone
c) e-mail
d) none of these
3. POP stands for -----
a) point of purchase
b) point of point
c) point of pen
d) none of these
4. 4 Ps include
a) product
b) pack
c) pin
d) none of these

