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MASTER OF COMMERCE (M.COM)

EXAMINATION: DECEMBER - 2023

FIRST SEMESTER

Sub: Consumer Behavior (MCM-112)

Date: 0	9/12/2023	Total marks: 60	Time: 10.00 am to 12.30 pm
Instruc	tion: 1) All questions a	re compulsory. 2) Figures to the rig	ght indicate full marks.
Q. 1	Answer the following questions. (Attempt any two)		
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 1	perception of Risk.	
Q. 2	Answer the following questions. (Attempt any one)		
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 tv	vo factor theory.	
Q. 3	Write short notes. (A	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) c	orrect
	c) wrong	d) i	ncorrect
2.	is a social networ	к.	
	a) LinkedIn	b) to	elephone
	c) e-mail	d) 1	none of these
3.	POP stands for		
	a) point of purcha	b) p	oint of point
	c) point of pen	d) n	one of these
4.	4 Ps include		
	a) product	b) p	ack
	c) pin	d) n	one of these

٥.	Consumer behavior evolved in late	<u> </u>
	a) 1950	b) 1969
	c) 1980	d) 1987
6.	Direct interviews aresource o	of data collection
	a) Primary	b) Intermediate
	c) Secondary	d) none of these
7.	involves change in behavior.	
	a) learning	b)reading
	c) knowledge	d) talking
8.	Perception is a process.	
	a) Mental	b) Physical
	c) Controlled	d) Stimuli
9.	Books are example of data.	
	a) Primary	b) Intermediary
	c) Secondary	d) None of these
10.	Consumer behavior is the study of	·
	a) group	b) society
	c) individual	d) product
11.	The word market is derived from the	word Marcatus.
	a) Greek	b) French
	c) Latin	d) English
12.	FMCG IS	
	a) Fast Moving Consumer Goods	b) Fastest Courier Consumer Goods
	c) Fast Movable Company Guards	d) Fast Manageable Customer Good