

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTER OF COMMERCE (M.COM)

EXAMINATION: MAY- 2024

FIRST SEMESTER

Sub: Consumer Behavior (MCM-112)

Date: 15/05/2024

Total marks: 60

Time: 2.00pm to 4.30pm

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 Consumer's perception of Risk.
2. Explain the scope of business ethics.
3. Define Consumer Behavior. Explain how brand influences customers.
4. Motivation plays an important role- Explain.

Q.2 Answer the following questions. (Attempt any two) (16)

1. What is consumer research? Explain its process in detail.
2. Explain A.H. Maslow's need hierarchy theory.
3. Attitude plays an important role-explain!
4. Distinguish between Primary and Secondary data.

Q.3 Write short notes. (Attempt any three) (12)

1. Positive and Negative data
2. Product
3. Perception Process
4. Extrinsic Motivation
5. Gap model of service quality
6. Primary Data