

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**MASTER OF COMMERCE (M.COM)**  
**EXAMINATION: MAY- 2024**  
**FIRST SEMESTER**  
**Sub: Consumer Behavior (MCM-112)**

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**Date: 24/05/2024**

**Total marks: 100**

**Time: 10.00am to 01.00pm**

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**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. What is consumer research? Explain its process in detail
2. Explain the scope of business ethics.
3. Explain Internal and External factors of selection process influencing perception.
4. Explain the concepts of consumer behavior and marketing.

**Q.2 Answer the following questions. (Attempt any three) (30)**

1. Explain Herzberg's two factor theory.
2. Explain the importance of consumer protection
3. Attitude plays an important role explain
4. Distinguish between Primary and Secondary data.
5. Explain A.H. Maslow's need hierarchy theory

**Q.3 Write short notes. (Attempt any five) (40)**

1. Consumer Protection Act
  2. Internet and Consumer
  3. Rural consumer
  4. Primary Data
  5. Positive and Negative data
  6. Product
  7. Importance of business ethics
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