

MASTER OF COMMERCE (M.COM)**EXAMINATION: DECEMBER- 2024**

FIRST SEMESTER

Sub: Consumer Behavior (MCM-112)

Date: 06/12/2024

Total marks: 100

Time: 10.00am to 01.00pm

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. Discuss - Consumer perception plays an important role.
2. Elaborate the process of Consumer Research.
3. State the importance of consumer protection.
4. How are attitudes formed?

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

1. Explain the scope of business ethics.
2. Describe the behavior of rural consumers.
3. Explain A.H. Maslow's need hierarchy theory.
4. What are the reliefs available to customers in case of Consumer Rights Violation?
5. Explain Herzberg's two factor theory.

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

1. Positive and negative motivation
2. Secondary Data
3. Gap model of service quality
4. Objectives of Consumer Protection Act
5. Perception Process
6. Consumer perception and brand
7. Extrinsic Motivation