

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

EXAMINATION: MAY - 2025

FIRST SEMESTER

Sub: Consumer Behavior (MCM-112)

Date: 16/05/2025

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. Elaborate the seven perspectives on a brand.
2. Describe the Need Hierarchy Theory by Abraham Maslow.
3. What are the objectives of Consumer Protection act? Explain its features and the rights of consumers.
4. Describe how family life cycle influences consumer behavior.

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

1. State the types of groups that affecting the attitude of individual differently.
2. Describe the consumer research process.
3. Explain the product motives of consumers behind every purchase.
4. State the broad theories of Motivation.

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

1. Meaning and importance of consumer perception
 2. Role of influences in consumer behaviour
 3. Consumer behavior and marketing
 4. Types of Motivation
 5. Foreign Corrupt Practices Act
 6. Perceived risks reduction strategies adopted by consumers
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