

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

EXAMINATION: MAY - 2026

FIRST SEMESTER

Sub: Consumer Behavior (MCM-112)

Date: 20/05/2026

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. Explain the relationship between Consumer Behavior and Marketing
2. Explain Consumer's perception of Risk.
3. Describe the process of Consumer Research
4. Explain the importance of consumer protection.

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

1. Explain Herzberg's two factor theory
2. What are the reliefs available to customers in case of Consumer Rights Violation ?
3. Comment on the Motivation Process
4. Explain the applications of Consumer Behaviour.

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

1. Gap model of service quality
 2. Perception Process
 3. Objectives of consumer protection acts
 4. Marketer's Role
 5. Primary Data
 6. Extrinsic Motivation
-