

Master of Commerce Examination: September/October - 2022
(Distance Education)

Day & Date	Semester	Subject Name	Time	Code	Marks
Saturday 08-10-2022	II (Fresh)	Consumer Behavior	11:00 AM To 02:10 PM	210054	75

Instructions: 1) Attempt any five Questions.
2) Figures to the right indicate full marks.

- Q.1** Explain the Consumer Decision-Making Model in detail. **15**
- Q.2** Describe the bases of effective Market Segmentation. **15**
- Q.3** Explain consumer perception with reference to Risk, Quality, and Price. **15**
- Q.4** Describe various types of Reference Groups that influence consumer behaviour. **15**
- Q.5** a) Explain different types of Buying Motives. **07**
b) Discuss the need and benefits of Market Segmentation. **08**
- Q.6** a) Discuss any two Models of Consumer Attitude. **08**
b) Explain the influences of the family with reference to Parent-Child influences. **07**
- Q.7** **Write Short Notes on any Two:** **15**
a) Online shopping
b) Market Segmentation Strategies
c) Lifestyle Profiles of Consumers
d) Culture and Consumer behaviour