

TILAK MAHARASHTRA VIDYAPEETH

(Department of Distance Education)

M.Com. (I year) Home Assignment - May 2011-12

Subject: Consumer Behaviour - II

Subject Code:- MC-106

Instructions:

- 1) All questions carry equal marks (16 marks each)**
- 2) All questions are compulsory**

1. Define consumer behavior. Elaborate on its importance in marketing. What are the applications of consumer behavior.
2. What is learning? Describe in detail the following theories of learning.
 - a) Stimulus response theory
 - b) Cognitive learning theory
3. Explain the concept and features of consumer motivation. Explain the process of motivation. What are positive and negative motivations?
4. Explain the concept and importance of consumer perception. Describe the perception process. Describe how study of consumer perception helps the marketer in branding.
5. Explain the term 'Ethics in business' and its relevance to the study of consumer behavior.
6. Why consumer research is necessary? Explain in detail the process of consumer research. What are different sources of primary and secondary data collection?