

Anjuman Islam Janjira Degree College of Science Murud-Janjira, Raigad-402401 Affiliated to University of Mumbai	
Class: -S.Y.B.Com (MS)	Subject: Consumer Behavior
Semester:- III	Course code: -
Exam Event:- Winter 2025 (SH)	Marks: -30
Date: - 14/10/2025	Duration: - 1:00 Hours

- N.B. –**
- 1 – All questions are compulsory.**
 - 2 – All questions have Internal choice.**
 - 3– Figures to the right indicate full marks.**
 - 4 – Attempt Any Two questions from the following.**



Q.1. Answer the following:

- A.** What is the consumer attitude and belief. Explain nature and functions of attitudes with the tri-component attitude model? **07**
- B.** Explain the consumer protection act 1956 with rights of consumers? **08**

Q.2. Answer the following:

- A.** What types of consumers diversity of consumers? **07**
- B.** Compare a store choice and shopping behaviour including types and factors of consumers behaviour? **08**

Q.3. Answer the following:

- A.** Explain in detail types of buying behaviour? **07**
- B.** How effects of online purchasing on consumer behaviour in India? **08**