

Anjuman Islam Janjira Degree College of Science Murud-Janjira, Raigad-402401 Affiliated to University of Mumbai	
Class: -S.Y.B.Com (M.S)	Subject: Consumer Behavior
Semester:- III Additional Exam	Course code: -
Exam Event:- FH Summer 2026	Marks: - 30
Date: - 24/02/2026	Duration: - 1:00 Hours

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



Q.1. Answer the following:

- A.** Different between Global Brands and Local Brands? **07**
B. Explain Cultural Influences in Marketing with Details? **08**

Q.2. Answer the following:

- A.** What is Consumer behaviour and Explain features of Consumer Behaviour. **07**
B. How do marketing communication and Models of communication explain the Conceptual process of communication **08**

Q.3. Answer the following:

- A.** Explain the Research and Applications of Consumer Responses Issues of Privacy and Ethics. **07**
B. Describe the stages of the Consumer decision making process. Using of your choice (e.g., smartphone, car, vacation), explain each stage in detail, from problem recognition to post purchase evaluation. **08**