

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Discuss the role of Family in Decision making process.
10. What do you mean by Decision Making and explain the Decision making process.
11. Explain the Rogers model of Adoption/Diffusion process.
12. What are the basic criteria for the market segmentation? Explain in brief.
13. State and discuss the nature and functions consumer attitude.
14. State and explain the consumers response to dissatisfaction of goods and services.
15. What are the different methods of purchasing through the use of Internet and other electronic devices? Explain.
16. How consumers are protected through National/State/District forum provided in the consumers protected Act?

PART C — (1 × 20 = 20 marks)

Case study – Compulsory.

17. Organisational Communication.
Mr. Ramaswamy had taken his father's engineering goods manufacturing company, two years ago on the demise of his

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father. This company was set up by his father two decades ago and Ramaswamy did not have any practical experience.

Since the takeover, he was facing quite a lot of problems. Profits were showing a declining trend, turnover decreased and there were complaints in regards to the quality of the finished goods. Customers were unhappy. On checking up, the production department was complaining about the purchase department in procuring raw materials from vendors whose reputation and business standings were not good. He was also faced with liquidity problems. The Bankers when approached informed him that the figures and the project report did not justify any further grant. The Bankers informed that the repayment of the earlier loans itself was very much delayed. The Bankers complained that the inventory listed in the stock statement furnished by the General Manager of the factory was short when physical counts were made by the banks staff. Mr. Ramaswamy normally sat in the Head Office at Nariman Point, Mumbai, while the factory was at Thane, a suburb of Mumbai. The factory was managed by a General Manager (Production) to whom all the personnel at the factory including the purchase department reported. The sales, administration and secretarial departments were under the direct control of Mr. Ramaswamy.

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