

The General Manager was with the Company since its inception and ever since the demise of the owner, ran the factory in his own way. He did not give a proper feedback or periodical report to Mr. Ramaswamy. He felt unhappy over this; but did not want to displease the General Manager left the Company, things may worsen further and to find a proper substitute may be difficult.

Mr. Ramaswamy in his anxiety to improve the matter appointed Miss Kamala, a fresh MBA from US and also daughter of a family friend. He requested her to go the factory and assigned her responsibility of setting the whole things right. Miss. Kamala was absolutely new to the environment itself, though she was a Marketing expert by qualification.

Questions :

- (a) What do you feel about Mr. Ramaswamy's attitude?
- (b) Do you think Ms. Kamala can manage the show?
- (c) If you are the GM (Production) how would you tackle the situation?
- (d) Was it necessary for Mr. Ramaswamy to appoint Ms. Kamala, otherwise, how he should have tackled the situation?
- (e) Diagnose the real problem.

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M.B.A. DEGREE EXAMINATION,
JUNE 2016.

Third Semester

General/Marketing

CONSUMER BEHAVIOUR

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. State the characteristic features of the Indian Consumers.
2. Enumerate the factors influencing the Consumer Behaviour.
3. Explain the concept of culture.
4. State the characteristics features of Opinion Leaders.
5. State the nature of personality.
6. Explain demographic Segmentation.
7. What are the ways to retain the Customers?
8. What are the Consumer Rights?