

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?

**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

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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