

Time: 2 Hours

Marks: 50

Q1. Analyse the following case.
marks

10

Miss Michael was working as a purchase manager in a small-scale company, where raw materials and other products were purchased solely at her discretion. The company was doing very well and the credit was given to Miss Michael for all the progress of the company. Later she got a job in a medium scale company with a turn-over of about five crore. She was appointed in-charge of purchases, and as the procedures of the purchase made by this company were different from those of the previous company, it took her quite sometime to get familiar with the procedures of purchase, etc. under her jurisdiction.

On one occasion, she has to urgently place an order of raw material worth about two lakhs, which was essential for the supply of a timely order. Considering the situation an emergent one, she placed the order without informing, or calling a meeting. Although the order was supplied in time, during the audit it came in for severe criticism, and Miss Michael was given a show-cause notice as to why she had taken the decision alone. Miss Michael was very perturbed about the situation and wanted to explain her position to the manager.

1. Where did miss Michael go wrong?
2. How can you help her to reply to the show-cause notice issued to her?

Q2. Answer the following.(Any One)

10 marks.

A. Briefly explain the application of Maslow's Need Hierarchy Theory in marketing.

OR

B. Explain the significance of consumer behaviour.

Q3. Answer the following.(Any One)

10 marks.

A. State and explain the stages in organisational buying behaviour process.

OR

B. Briefly explain the internal factors affecting consumer behaviour.

Q4. Answer the following.(Any One)

10 marks.

A. Describe the implications of classical conditioning on marketers.

OR

B. Discuss the concept of operant or instrumental conditioning.

Q5. Answer the following.(Any One)

10 marks.

A. Explain the importance of the Consumer Protection Act,2019.

OR

B. Explain the stages of Online Buying Process.
