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**A STUDY ON CUSTOMER SATISFACTION OF ROOTS HORNS IN  
COIMBATORE CITY**

P-2423

**By**

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**KCT Business School**  
**Department of Management Studies**  
**Kumaraguru College of Technology**  
**Coimbatore**

**BONAFIDE CERTIFICATE**

Certified that this project report titled “A Study on Customer Satisfaction of Roots Horn in Coimbatore City” is the bonafide work of Mr.VETRIVEL RAGAVENDRAN.J(71206631059) who carried out the research under my supervision. Certified further, that to the best of my knowledge the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

**Faculty Guide**

[Ms.R.Hema Nalini]

**Director**

[Prof.S.V.Devanathan]

Evaluated and vice-voce conducted on ..... 3/7/08 .....

**Examiner I**

**Examiner II**

## Declaration

I, **Vetrivel Ragavendran.J (Reg. No.71206631059)**, final year MBA student of Department of Management Studies, Kumaraguru College of Technology, hereby declare that the project entitled “**A Study on Customer Satisfaction of Roots Horn in Coimbatore City**” has done by me under the guidance of Lecturer Ms.R.Hema Nalini, submitted in partial fulfillment for the award of the degree of Master of Business Administration of Anna University, during the academic year 2006-2008.

I, also declare hereby, that the information given in this report is correct to best of my knowledge and belief.

Place: Coimbatore

Date: 31/7/08



Signature of the Candidate

**(Vetrivel Ragavendran.J)**

## EXECUTIVE SUMMARY

Consumer satisfaction is the key to witness substantial growth and to leverage the process of the company. Studying consumer satisfaction in Coimbatore was conducted through questionnaire involving 120 samples to know their perception towards various Roots horns. The research methodology is descriptive and simple percentage tool was used to obtain the result. The counter parts in the market were also taken in to consideration to have an effective knowledge of various brands and segments. At this juncture such a study is relevant and vital, which allows formulation of new strategies and preventive measures

“Customer is the king of the market”. Firms are there only to serve him. Unless we know his needs and wants being successful in the endeavor is not sure. Especially in chemical industries where the products are supposed to cater the exact requirements of the customer .learning customer satisfaction and expectation is something inevitable. This is the reason why the researcher was interested in this particular discipline. In order to achieve the research goals of the organization and the researcher a market survey among 100 customers of ROOT’S products was undertaken to study their satisfaction level and expectations from the products in the near future.

This study is the one that simply describes something such as demographic characteristics of consumers who use the product. This study is typically concerned with determining frequency with which something occurs of how two variables vary together. Descriptive research design is adopted to study the factors that influence the level of satisfaction of the consumers. Time and cost are the two basic factors influencing each and every research problems. In this study both primary and secondary data for analysis are used, primary data was collected through close ended and open ended questionnaire. Secondary data was collected from company records, textbooks, magazines. The collected data was analyzed with the help of simple percentage analysis, tables, chi-square test.

## ACKNOWLEDGEMENT

### ACKNOWLEDGEMENT

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## CHAPTER 1

### 1.1. INTRODUCTION OF THE STUDY

Satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance in relations to his or her expectations.

As this definition makes clear satisfaction is a function of perceived performance and expectations. If the performance falls short of expectations the customer is dissatisfied. If the performance matches the expectations the customer is satisfied. If the performance exceeds expectations the customer is highly satisfied or delighted.

Many companies are aiming for high satisfaction because customers who are just satisfied still find it easy to switch when a better offer comes along. Those who are highly satisfied are much less ready to switch. High satisfaction or delight creates an emotional affinity with the brand and not just a rational preference and the result is high customer loyalty.

Some of today's most successful companies are raising expectations and delivering performance to match. These companies are aiming at TCS (Total Customer Satisfaction) and made an announcement that will be replaced at its expense any dissatisfied customer's equipment for a period of three years after purchase. "Cigna" advertised "We will never be 100% satisfied until you are too" and one of Honda's advertisement says "one reason our customer are so satisfied is that we are not". Nissan invites potential infinite buyers to drop by for a guest drive "(Not a test drive)" since the Japanese word for customer is "Honored guest".

### DEFINITION

Consumers are the focus of marketing efforts. The modern marketing concept spells out the real significance of buying behavior. All elements of marketing mix are highly integrated with one another. They are seen through the eyes of the consumer's and are coordinated so as to produce the best benefits and optimum satisfaction for the customer's.

According to "Philip Kotler" satisfaction is a person's feeling of pleasure or disappointment resulting from comparing a product's perceived performance in relation to his or her expectations.

## **AN OVERVIEW:**

### **CUSTOMER SATISFACTION:**

Customer satisfaction is a marketing goal. Companies that achieve high customer satisfaction rating make sure that their target markets are satisfied.

### **IMPORTANCE OF CUSTOMER SATISFACTION**

The need to satisfy customer for success in any commercial enterprise is very obvious. The income of all commercial enterprises is derived from the payments received for the products and services supplied to its external customers. If there are no customers, there is no business. In other words, customers are the pivotal point for the existence of commercial establishments.

Thus the core activity of any company is to attract and retain customers. According to Peter Drucker the reward management guru has said, "To satisfy the customer is the mission and purpose of every business".

Satisfaction of customers is essential for retention of customers and for continuing sales of the product and service.

Satisfaction is a person's feelings or disappointment resulting from comparing or products perceived performance or outcome in relation to his/her expectations. Today's customers are harder to please, they are smarter, more price conscious, more demanding, less forgiving and are approached by more competitors with equal or better offer.

Organizations in today's competitive world are trying to build their business around the customers rather than the products organizations have to continually improve since customers constantly demand new levels of sophistication in products and service offerings. So the business must have the primary objective to measure, analyze and address customer's needs and wants. The organizations should provide and target their resources to achieve best practice in key areas required by current potential customers.

## **CUSTOMERS ON SERVICES**

Aspirations make the way for the generation demand; aspiration paves the avenue for the offering of quality services to the users.

Services can be defined as, “An action of an organization that provides a number services to the industry and organization”.

Benefits or satisfactions, which are offered for sales, are provided in connection with the scale of goods.

## **CUSTOMER SATISFACTION RESEARCH**

Customer satisfaction is undoubtedly one of the top strategic issues in new decade. It has been a major topic of discussion in the American boardrooms. The major problem with more customer satisfaction programs is that they begin with an attempt by the marketing research department to send customer on “off – they shelf” survey or one from another company, to the attitudes about customer service. Although this seems to be an easy and inexpensive method the results are generally less than satisfactory.

## 1.2 REVIEW OF LITERATURE

Miss.R.Nagalakshmi ( April – 2002)

“A study on customer satisfaction towards FRUIT STALLS in Coimbatore city” the researcher found that the rotten fruits for juice making purpose.

Miss.D.Gomathi M.Com, PGDCA, (April – 2000)

“A study on customer satisfaction in XEROX MODICORP Ltd” the researcher found that Tirupur is full of companies earning foreign exchange. Copier machines are mostly purchased before three years new machines are very few majorities of customers are private sector in the customer segment.

Mr.Nanjappa (April – 2004)

“PRODUCTION AND MARKETING OF ONION” A study related farmer in Gobichettipalayam taluk, the researcher found that sample respondent are selling their onion through brokers and wholesalers because of financial requirement and lack of storage facility.

Mr.Gowtham M.Com (April – 1999)

“A study on customer satisfaction HERO HONDA” the researcher found that the sample respondent are satisfied with the product based on the mileage and pickup.

Mr.V.Mahesh (April – 2002)

“A study on customer satisfaction of YAMAHA motorcycle and the researcher found that it was available at low price. When compared to other models in the market and it has customer satisfaction award for the year 2002.

### **1.3 OBJECTIVE OF THE STUDY**

#### **PRIMARY OBJECTIVE**

To study the customer satisfaction towards Roots Horn in Coimbatore city.

#### **SECONDARY OBJECTIVES**

1. To know the opinion of the customers about the features of Roots Horn.
2. To find the customers opinion on after sales services of Roots company.
3. To identify the measures for further improvement based on the result of the study.

### **1.4 SCOPE OF THE STUDY**

1. The study will help to identify the factors influenced the respondents in utilizing the Roots Horn.
2. The study will help to measure the sources of awareness about Roots horns.
3. The study will help to donate the measures for further improvement based on the results of the study.

### **1.5 TOOLS FOR ANALYSIS**

#### **STATISTICAL TOOLS USED**

1. Percentage analysis
2. Chi – square test

### **DATA PROCESSING**

The collected data are edited, coded and tabulated for the purpose of using statistical tools.

### **DATA INTERPRETATION**

The analysed results are interpreted and the findings are noted. Viable maasures and suitable suggestions have been recommended.

## **1.6 LIMITATIONS**

The present study has been undertaken facing the following limitations.

1. The study is mainly based on the information given by the respondents and the facts given by them are subject to their belief, attitudes, etc.
2. The study has been undertaken in Coimbatore city only; the findings cannot be generalized as a whole.
3. Due to time and cost constraint the sample size was limited and the related information collected from randomly selected.
4. Techniques used for the analysis of data are limited to Simple Percentage Analysis and Chi – square Analysis.

## **1.7 CHAPTER SCHEME**

The study is reported in five chapters. The first chapter discusses about the background of the study, objectives, scope, limitations and the methodology of the study.

The second chapter discusses about the organization profile that includes the history of the organisation, management, product profile, competitive strength of the company and future plans of the company.

The third chapter discusses about the macro-micro economic analysis which deals with the prevailing economic scenario of the industry.

The fourth chapter deals with the data analysis and interpretation.

The fifth chapter deals with the results and discussions and considered recommendations.

## CHAPTER 2

### 2. ORGANISATION PROFILE

#### 2.1 HISTORY OF THE ORGANISATION

Mr.K.Ramaswamy, a master degree holder in Automobile Engineering from Lincoln Technical Institute, promoted the Roots group. Its corporate office is at Coimbatore extending the philosophy of quality to all spheres of its activity, this group becomes the market leader in India for its flagship product viz. AUTOMOBILE HORNS.

The company diversified to manufacture the indigenously developed high frequency wind tone horns and later started the promotion of various pneumatic and electrical horns since 1973. Start from 3,600 horns sales in 1978-1979, the sales have touched 2 million horns recently.

The quality policies of the Roots Industries Limited are:

- ❖ International Quality Standards products,
- ❖ Safe to the society and workmen,
- ❖ Quality in: Doing and Thinking

#### 2.1.1 SISTER CONCERNS

The entire sister concerns of roots pursue diverse interests and excel in specific infrastructure and skill sets, yet as a unified whole, they represent the true face of Roots. The group comprises of 5 important manufacturing units with the state of the art CAM / CAD / EDP / Quality Assurance centers with advanced equipment.

- ❖ **ROOTS AUTO PRODUCTS PRIVATE LIMITED (RAPPL):** RAPPL as it is fondly known had the unique distinction of being the first (P) Ltd., Company to be started by Mr.K.Ramaswamy, The founder and managing director of Roots. RAPPL specializes in Air Horns. Today it is the largest manufacturer of Air horns. Today it is the largest manufacturer of Air Horns catering mainly to the replacement market in India. Its diverse product range is used in heavy vehicles and earthmovers.

- ❖ **ROOTS MULTICLEAN LIMITED (RMCL):** The genesis of Roots Multi-Clean Ltd., Due to the vision of the promoter of Roots group of company about the requirement of sophisticated cleaning equipment in the country following the globalization of business and entry of Multinationals who had very high standard of house keeping. RMCL is the rote representative in India and SAARC countries for the Hako Werke gmbh & company's entire range of cleaning equipment.
  
- ❖ **ROOTS CAST PRIVATE LIMITED (RCL):** Roots Cast was started in the year 1985 to cater to the captive aluminium and Zinc pressure dye cast components requirements of Roots group of companies for manufacture of automobile accessory. It was formerly known as Aruna Auto Casting (P) Ltd., (AAC).Roots Cast is supported in its activities with specialized services like CAD / CAM from the ERC cell of Roots and its metrology lab for test facilities and caiiibration.
  
- ❖ **ROOTS PRECISION PRODUCTS (RPP):** Roots Precision Products were established in 1987 to address the In-house tooling needs of the diverse industries in the Roots group RPP, acts as a one stop solution for tooling and precision machining. Its equipment line-up includes some of the best CNC machines from conventional tool room machines. All this coupled with design-excellence with Auto CAD and Pro-Engineer software.
  
- ❖ **POLYCRAFT:** Polycraft the company was established in 1988 to manufacture high precision plastic components. Though it usually catered to the Roots group alone, Polycraft has now expanded its operations; The company under takes job orders and has become a market-conscious player.



## 2.1 MANAGEMENT

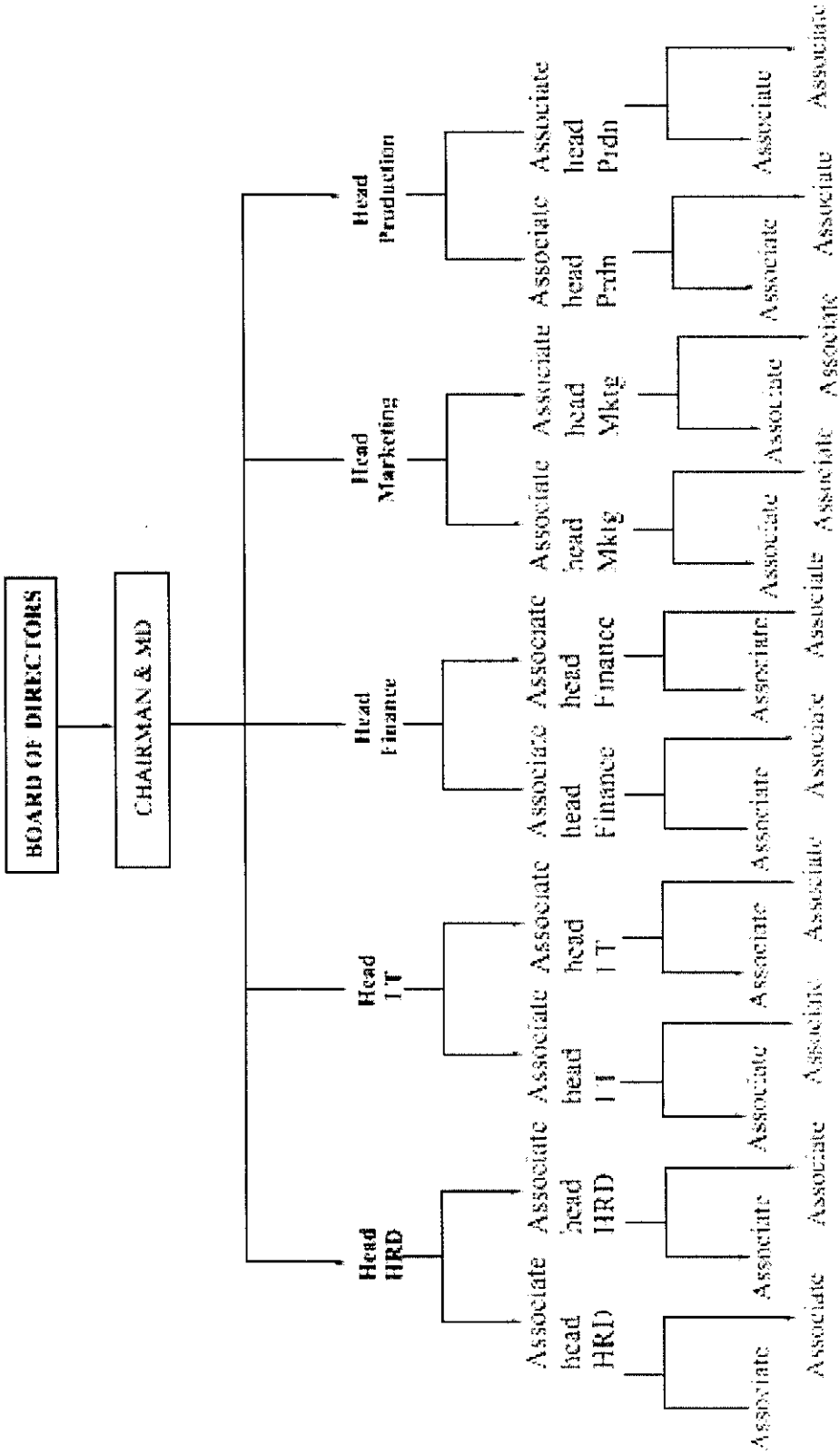
ROOTS Industries Ltd. is managed by an excellent team of path-breakers, chief among them being the Chairman, Mr. K. RAMASWAMY, a Master's Degree Holder in Automobile Engineering from Lincoln Technical Institute, USA.

The company credo is echoed in his own words,

"At ROOTS, we believe that if something is worth doing, it is worth doing well. And this attitude is reflected in every realm of our activities. As a customer, you naturally expect the best. We are fully geared, in spirit and method, to meet your requirements."

He is supported by technical and administrative people, experts in their own field, who together strive to maintain the highest quality quotient in all of ROOTS' products.

### 2.3. ORGANIZATION STRUCTURE



## **2.4 PRODUCTS PROFILE AND MARKET POTENTIAL**

### **❖ Products Profile**

#### **2.4.1 ELECTRIC HORN**

In the beginning, they did not realize that they would make such an impact. Slowly but surely, the reverberations were felt far and wide. Indian automobile market responded to our call. Soon the global market too followed suit. Roots horns, in a very short span of time, they got a place of pride in millions of vehicles across the globe.

#### **2.4.2 AIR HORNS**

Commercial transportation plays a crucial role in the economic development of nations. Roots Air Horns ensures safe and smooth passage of thousands of heavy vehicles on the move. Roots Auto Products Private Limited (RAPPL), the largest supplier of Air Horns in India caters to the needs of several OEMs: Ashok Leyland, Caterpillar India and JCB Escorts. Roots Air Horns also find a place of pride in Passenger vehicles, Trucks, Earth Moving equipment, Material Handling equipment, etc.

Roots Air Horns are exported to countries in North America, Europe, Middle East, Africa and SAARC region.

#### **2.4.3. CLEANING MACHINES**

The genesis of Roots Multiclean Ltd., (RMCL) is due to the vision of the promoter of Roots group of company about the requirement of sophisticated cleaning equipment in the country following globalization of business and entry of Multi Nationals who have very high standard of house keeping. RMCL, situated in the suburbs of Coimbatore, is a Joint Venture with Hako Werke Gmbh & Co., Germany. It commenced manufacture of cleaning equipment in early 90s at its modern factory located amidst natural greenery.

RMCL is the sole representative of Hako Werke Gmbh & Company's entire range of cleaning equipment for India and SAARC countries. To improvise and facilitate a better

service to its customers, RMCL has established Regional offices in all Metros and a huge dealer network in bigger Cities and States.

The superior quality products and the added advantage of good after sales service has established the company as the country's largest manufacturer of floor cleaning equipments.

#### **2.4.4. CASTING**

Roots Cast Pvt. Ltd., (RCPL) (formerly known as Aruna Auto Castings Private Limited) was established in 1984 to meet the captive requirements of the Roots group. With its ever probing eye on the needs of the market, the company in the late 80s expanded its operations to manufacture High Pressure Die Cast Aluminium and Zinc components to the exacting needs of various customers in Automobile and Textile Industries with a high degree of Quality and Perfection. RCPL, now has established itself as a major player in the die cast component manufacturing thanks to the expertise built in the core activities like tool design, tool making and pressure die cast component manufacturing.

RCPL supplies machined castings and sub-assemblies as per customer requisitions.

#### **2.4.5 PRECISION PRODUCTS**

Roots Precision Products was established in 1987 to address the in-house tooling needs of the diverse industries in Roots group. Owing to continuous improvement and investment into better resources, the company has become self-sufficient. It is catering to the needs of various industries. RPP acts as a one-stop solution for tooling and precision machining.

#### **2.4.7 POLY PRODUCTS**

Roots Polycraft (PC) was established in 1988 to manufacture precision plastic components. It is equipped with latest microprocessor Injection moulding machines to maintain consistent process parameters.

Over the years, Polycraft has gained skills and unique techniques to manufacture small and medium size components for Automotive, Pump, Textile, and Medical Industries besides meeting the captive requirements of Roots Group. Being fully equipped to provide the best service, Polycraft has satisfied customers who have helped augment its technological advances.

The Company's commitment towards the customer is demonstrated with quality products and service. This has resulted in continuous growth and product diversification. The process is closely monitored with proven techniques to obtain consistently good quality parts.

#### ❖ **MARKET POTENTIAL**

The company is a leading supplier to the entire major vehicle manufacturer that include Mercedes Benz, Mitsubishi lancer, Mahindra & Mahindra, Toyota, Fiat Uno and Siena, TELCO, TVS Suzuki, Kinetic Honda, etc.

Their major part of product is export to various countries and has shown a tremendous growth in this part, Within a span of four years the export turnover has increased from Rs. 4 millions to Rs. 35 millions. The company has also acquired European homologation approvals for their Horns from EC/ECE countries to enter in these markets. It is the only Indian company to satisfy the exact standards of the Japanese customers and enter into the Japanese market and capturing 25% of its Exports.

### **2.5 COMPETITIVE STRENGTH OF THE COMPANY**

Roots is leading Original Equipment Supplier to major vehicle manufacturers like Daimler Chrysler, Mitsubishi, Mahindra & Mahindra, Toyota, Fiat, Telco, TVS, Kinetic etc. The technical collaboration with Robert Bosch S.A of Spain starting from 1995 has strengthened the R&D activities and increased Roots technical competence to International Standards.

Roots Multiclean Ltd., (RMCL) is a joint venture with Hako Werke GMBH & Co, Germany is one of the largest cleaning machine manufactures with global operations.

RMCL is the sole representative in India and SAARC Countries for Hako Werke's entire range of cleaning equipment.

The quality of RMCL products is so well established that Hako buys back a major portion for their global market.

RMCL also represents several global manufacture of cleaning products and is gearing itself up to provide customized, total cleaning solution.

## **2.6.DESCRPTION OF VARIOUS FUNCTIONAL AREAS**

### **2.6.1 HUMAN RESOURCE DEPARTMENT**

Human Resource Department is a management function that helps managers recruit, select, train and develop members for an organization. Obviously HR Department is concerned with the people's dimensions in organization. The functions and principles are applied to developing, maintaining and remunerating employees in organization. Mr.Kavidasan (Head=Corporate HRD) heads this department

#### **❖ Personal Culture**

The Management has been encouraging and promoting a very informal culture "Personal Touch" sense of belonging, enabling employees to become involved and contribute to the success of the company. The top management also conscientiously inculcates values in the people.

#### **❖ Work Environment**

Special and conscious efforts are directed towards house keeping of the highest order. Renovation and modernization of office premises and office support systems are carried out in an on going basis.

### ❖ **Training**

Roots believe in systematic training for employees at all levels. As a part of the organizational development efforts, training programs are being conducted. In-house for employees at all levels I addition staffs are also sponsored for need bared training programs at leading management at leading management development institutes.

### ❖ **Total Quality Management**

Customer focus is not merely a busy word but it has become an important factor of everyday work and has got internationalized into the work environment. There is an equal emphasis on internal focus leading to greater team efforts and better cross functional relationship.

### ❖ **Quality Circle Movement**

To ensure worker participate and teamwork on the shop-floor, RII, has a very effective quality circle movement in the organization. As on today RII, has there operating quality circles having 24 members and some of them have own awards at different conventions and competitions.

Through interaction with workman in their sections a process of two-way communication has been initiated and valuable feedback has been received on worker feelings, perception, problems and attitude. Simultaneously management has communicated the problems faced by them and the plants to overcome these problems.

### ❖ **Good Morning Assembly (GMA)**

The management aims in operator's mental & physical fitness and it is ensured through the GMA. The operators and shift supervisor, assemble before the 1<sup>st</sup> shift beginning and do occupation of fitness exercise, discuss about the Quality & safety.

## **PERSONNEL ACTIVITIES**

To see that discipline of coordinational industries relationship are maintained, in case of any dispute it is the duty of HR manager to see that the matter is settled amicably.

An HRD manager plays the role of liaison officers between the management of the workers.

- ❖ Recruitment
- ❖ Induction training of placement
- ❖ Attendance and leave regulation
- ❖ Performance Appraisal

### **Methodology**

- ❖ Aptitude
- ❖ Intelligence test
- ❖ Personal Interview
- ❖ Achievement Test
- ❖ Group Discussion
- ❖ Attitude Test

### **❖ Finance Department**

Finance is the lifeblood of business. Finance is that business activities which is concerned with acquisition and conservation of capital funds in meeting the financial needs and overall objectives of business enterprises. The main function of this dept is to provide finance to various departments. The Finance General Manager Mr.K.Ravi controls the finance department.

The turnover of the company in 2005 is Rs.6337 (in lacs). Currently the organization has a working capital of its 8/9 crores. There are 25 employees in finance department.



### ❖ **Material Cost**

40% of material cost is need for TVS Company

60% of material cost is needed for Home Appliances

### ❖ **Advertisement Cost**

In 1993 the advertising cost is 15% , now the advertisement cost is only 1%.

## **2.6.2. Purchase Department**

Purchasing procedure varies with different business firms but all of them follow a general pattern in the purchase and receipts of materials and payment obligations. The purchase department takes care of all cash and credit purchase. The materials are purchased placing orders based on indent raised from the stores. A ledger is maintained in the regard. The purchase orders are sent to the supplier. The purchase orders shall contain a clear description of the products, drawing number, quality, Rate, Delivery, Schedule, Terms payment, mode of dispatch and other relevant data.

The following steps are followed for purchasing of material:

1. The concerned department that is in need of a particular material with give a purchase requisition slips to the stores department.
2. The storekeeper of the material is available in stores they will cancel the purchase requisition and provide the material to the concerned department.
3. If it is not available in stores in stores the storekeeper will forward the purchase requisition to the purchase manager in the purchase department.
4. In the purchase requisition slip the following things must be mentioned.

### 2.6.3. Quality Department

Quality Control – The vision statement of Roots is “Vision of Roots is to become a model company providing value to our customers. It is imperative that we give more than what we take from our customers and the society. Our products must serve our customers beyond their expectations”.

#### Quality Policy

One of the quality policies of the ROOTS stands as,

- ❖ Quality is respect for people
- ❖ Quality is constancy of purpose
- ❖ Quality is global entry
- ❖ Prosperity through quality

The other quality policy speaks as follows.

“We are committed to provide world – class products and services with due concern for the environment and safety of the society”. This will be achieved through:

- ❖ Continuous improvement
- ❖ Technology Up gradation
- ❖ Cost Reduction
- ❖ Total Employee Involvement

### 2.6.4. IT Department

Today is a whole new ball game, the game has changed and we must change with it.

- ❖ Global presence and competition
- ❖ Solutions dominate among the buyers
- ❖ Customer focus is on market driving capabilities
- ❖ Delivery capability across entire value chain

#### Software used at Roots

- Earlier FoxPro package was used
- Intranet facility accessible to all authorized officers with a very effective package called LOTUS NOTES the means of communication through fiber optic cables.

This package includes the mailing facility among the 170 employers. In the organization and also it have the options of reservation of rooms for their meeting, to know the status of the room etc., QMS documents are available and It's being view by all the employers but the information can't be altered them only the authorized officers can change them.

The organization uses the ERP (Enterprise Resource Planning) which all the different models are present and it's being customized. IT delegates in the concern. There are different models in the ERP. They include:

- ❖ PPC (Production Planning Control)
- ❖ Sales
- ❖ Purchase
- ❖ Manufacturing
- ❖ Inventory
- ❖ General Ledger
- ❖ Shop Floor Control
- ❖ Engineering Change Order
- ❖ Lot Tracking

#### **2.6.5. Marketing Department**

Marketing is a human activity directed at satisfying needs and wants through an exchange process. The main aim of marketing is to make sales in order to earn reasonable profit. In the roots marketing is basically done for the cleaning products.

General Manager Mr. Raja Gopal Heads this Department.

## Clients for RMCL in the Public Sector

- ❖ BHCL
- ❖ NTPC
- ❖ BEL
- ❖ BARC
- ❖ Ministry of Defense
- ❖ Municipality Corporation
- ❖ IOCL
- ❖ Clients for RMCL in the Private Sector
- ❖ RELIANCE
- ❖ HYUNDAI
- ❖ LMW
- ❖ Ashok Leyland
- ❖ FORD
- ❖ MAHINDRA
- ❖ TOYOTA KIRLOSKAR
- ❖ TVS Motor Co

## **Sales Promotion Activities**

- ❖ Participating in International Marketing Exhibitions
- ❖ Direct domes in Industries
- ❖ Advertising

## CHAPTER 3

### 3. MACRO-MICRO ANALYSIS

The Macro & Micro analysis of Auto parts industries in economic growth, competitive strength, career growth, opportunities etc in domestic and foreign countries. The brief discussion given below;

#### Macro Analysis

The auto parts industry directly influences the economies of the United States and the world. In a typical year, The U.S. auto parts industry generates around 17 percent of manufacturers' shipments of durable goods (products designed to last at least three years). Auto parts production consumes large amounts of iron, steel, aluminum, and natural rubber. The automobile industry also consumes more copper, glass, zinc, leather, plastic, lead, and platinum than any other U.S. industry. In 1997, U.S. retail sales of auto parts exceeded \$284 billion, 3.5 percent of the nation's gross domestic product.

The U.S. auto parts industry has experienced strong job growth. In 1996, the auto parts industry accounted for 9 percent of all U.S. jobs producing durable goods, the highest level since 1979. Auto parts production workers earned compensation totaling \$13.4 billion—a nearly 50 percent increase since 1990—and equal to 14 percent of the total paid by all manufacturers of durable goods. Sales of U.S. auto parts to Americans are expected to remain near the same level in the future, with about 1 to 2 percent growth per year, while foreign markets are expanding at rates that are two, three, and even ten times faster. Because exports will be essential to expanding the auto and auto parts industries, U.S. trade officials have negotiated trade agreements such as the Memorandum of Understanding with Korea (1993), the North American Free Trade Agreement (N A F T A, 1994), and the U.S. -Japan Automotive Framework Agreement (1995). These and other agreements have increased auto parts and other exports to Japan, Mexico, and Korea many times over.

In 1994, the United States successfully promoted the Uruguay Round of the General Agreement on Tariffs and Trade (GATT), which helped American auto export potential because it improved access to both major and developing markets. These initiatives have helped the U.S. Automotive industry achieves the highest level of exports on record. Between 1993 and 1996, Shipments abroad of motor vehicle increased 36 percent, and U.S. automotive parts exports increased 28 percent. The value of motor vehicle and parts exports reached \$47.4 billion in 1996, up 7 percent from the previous year.

### **Micro Analysis**

India is the Largest Three Wheeler Market in the World, 2nd Largest Two Wheeler Market in the World, 4th Largest Passenger Vehicle Market in Asia, 4th Largest Tractor Market in the World, and 5th Largest Commercial Vehicle Market in the World. So, all vehicles need safety part of air horns, electric horns, etc.

### **Future Macro Economic Drivers**

- ❖ High GDP growth rate
- ❖ India's huge geographic spread –Mass Transport System ??
- ❖ Increasing Road Development, Golden Quadrilateral
- ❖ Increasing disposable income with the service / rural agriculture sectors
- ❖ Cheap & easy financing schemes
- ❖ Replacement of aging passenger and commercial vehicles
- ❖ Graduating from motorcycles to passenger vehicles
- ❖ Growing Concept of Second Vehicle in Urban Area

## **Opportunity to source from India**

India has become an Auto Manufacturing Hub like (A large domestic market, growing significance of exports, and Developed components and materials base among the best in labor economics).

### **Standing tall**

The auto component sector is on a growth trajectory as is evident by the fact that auto components have been designated as a "Thrust Sector" by the Government of India under the EXIM Policy. The Indian Department of Commerce is now set to aggressively promote export of auto components through a specific sectoral strategy.

The size of the global auto component industry is \$1.2 trillion with most of it located in high cost countries. Global purchases of components by international vehicle manufacturers are currently estimated to be \$45 billion. However, the role of outsourcing is constantly increasing.

Furthermore, the problem of high rejection rates which plagued the domestic auto ancillary industry has been overcome. This is reflected in the number of overseas deals concluded by the domestic industry amidst stiff competition from other Asian countries.

The government has extended various fiscal incentives and policy measures which too has helped the industry.

### **Trends of Automobile Components**

Critically, outsourcing of automobile components that have relatively high engineering and design content from suppliers in low cost countries like India, is rapidly gaining momentum. It is estimated that in the next 10 years the auto components industry will reach \$33-40 billion.

Going by the current trends in the domestic automotive industry and as stated above, it is expected that the indigenous demand for auto components will also reach \$13-15

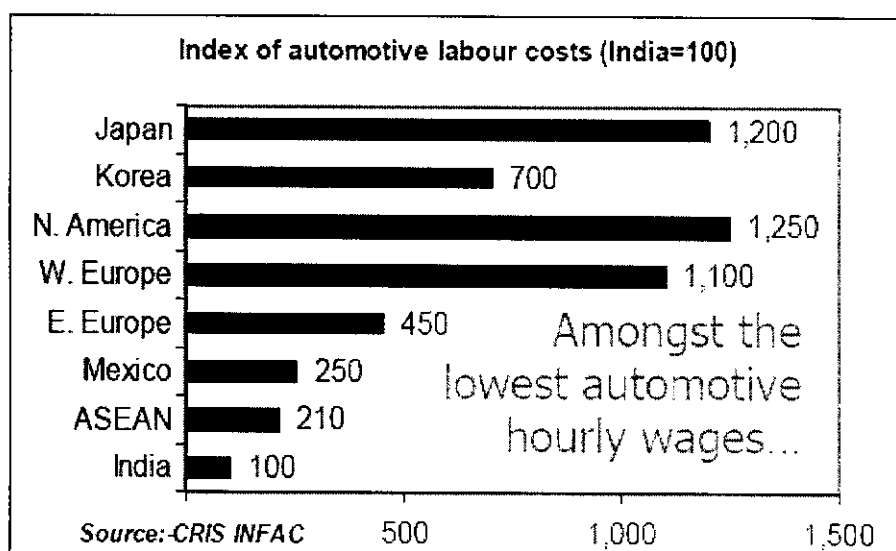
billion in the next 10 years and about USD 20-25 billion would be exported. To meet the combined demand from domestic and international customers the industry will have to make significant incremental investment.

Hence, the Indian auto component industry is poised to achieve a prominent position in the global market and will in all probability be a major driver of growth and employment in the domestic economy.

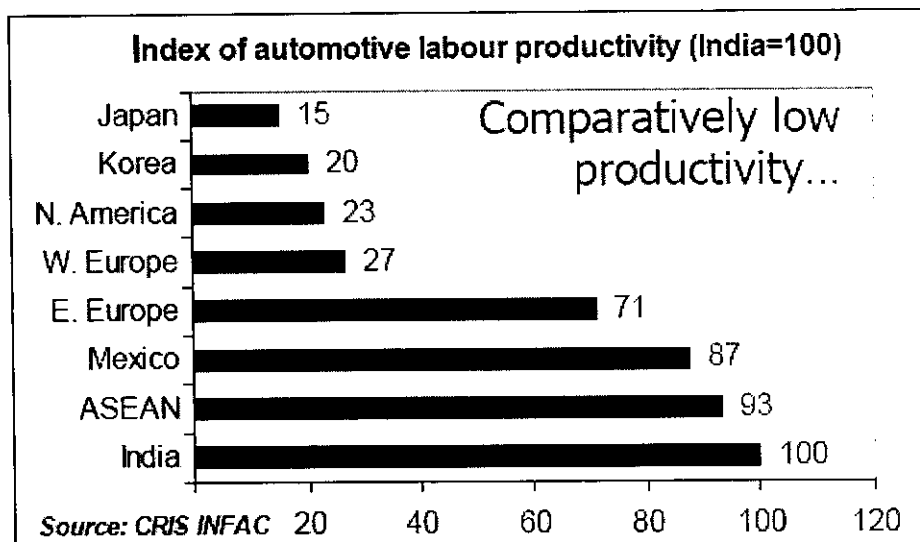
Considering the recent figures, whereby domestic demand is increasing by about 15 per cent over the previous year and exports by over 25 per cent, the above estimates, while undoubtedly challenging, appear achievable.

To, conclude, the auto-components sector in India appears well revved up to speed on from here on the success-track.

#### **India: Among the best in labour economics India**







**Opportunity to source from India**

- ❖ There is a growing demand for auto components
- ❖ Total production '2004: Approx. \$ 6.73 billion
- ❖ Exports '2004: Approx. \$1.4 billion. (CAGR of 19% -last 6 yrs)
- ❖ In the next 10 years the auto components industry will reach \$33-40 billion.(Estimate)
- ❖ Indigenous Demand : \$13-15 billion
- ❖ Export Demand : \$20-25 billion

So, the finally conclusion of automobile components industry have bright future in India.

**CHAPTER – 4**  
**DATA ANALYSIS & INTERPRETATION**

**TABLE – 1**

**AGE**

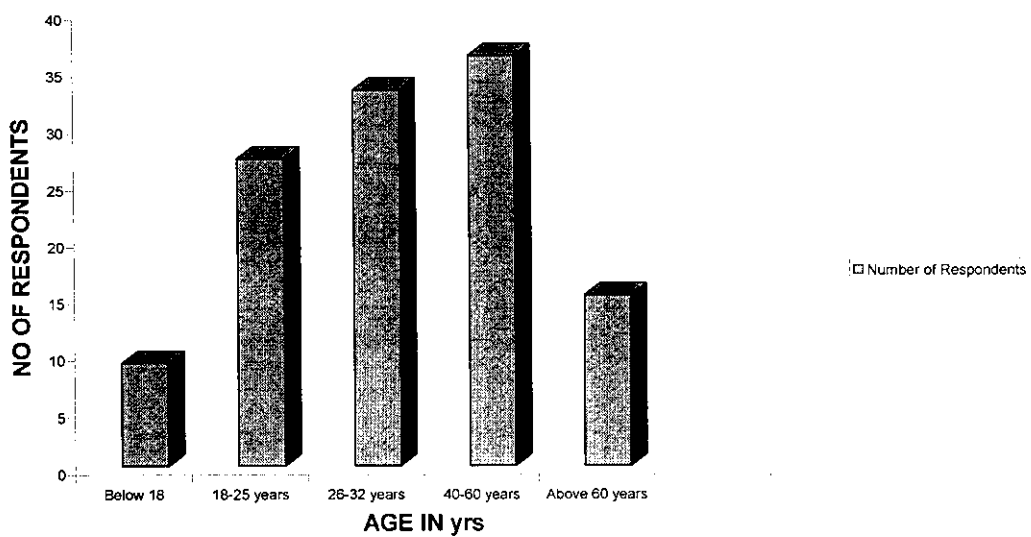
<b>Age</b>	<b>Number of Respondents</b>	<b>Percentage (%)</b>
Below 18	9	7.5
18-25 years	27	22.5
26-32 years	33	27.5
40-60 years	36	30
Above 60 years	15	12.5
<b>Total</b>	<b>120</b>	<b>100</b>

The above table shows that 7.5% of the respondents are below 18yrs of age, 22.5% belong to the age group 18-25yrs, 27.5% belong to the age group 26-32yrs and 30% belong to the age group 40-60yrs and the rest (12.5%) are people above 60 yrs.

Thus it is inferred that the Majority (30%) of the respondents belong to the age group of 40 – 60 years.

# CHART – 1

## AGEWISE DISTRIBUTION



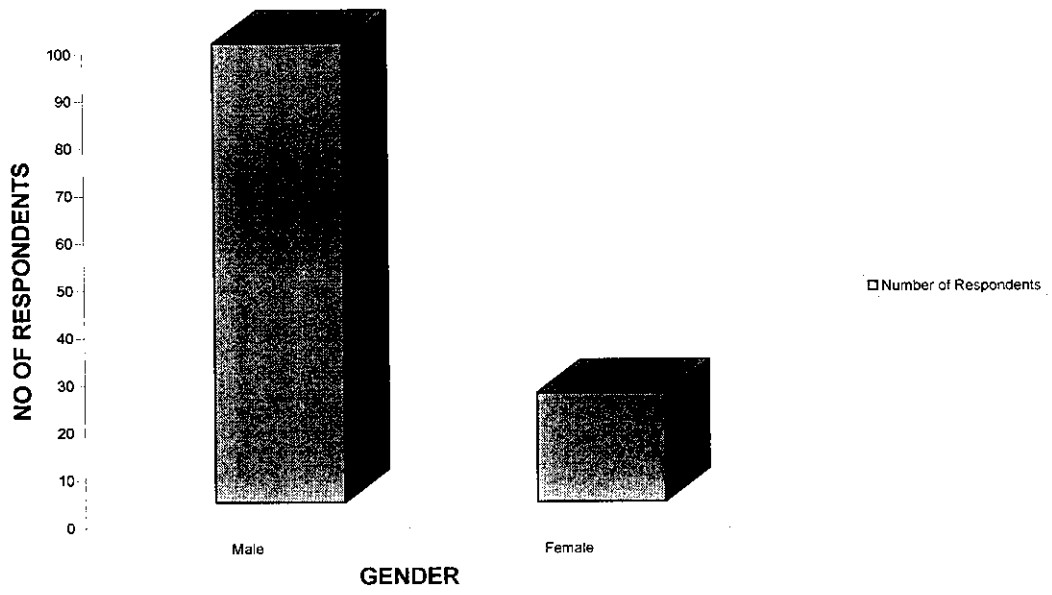
**TABLE – 2****GENDER**

<b>Gender</b>	<b>Number of Respondents</b>	<b>Percentage (%)</b>
Male	97	80.83
Female	23	19.16
<b>Total</b>	<b>120</b>	<b>100</b>

The above table shows that 80.83% of the respondents belong to male gender and 19.16% of them are females.

# CHART - 2

## GENDERWISE DISTRIBUTION



**TABLE – 3**  
**MARITAL STATUS**

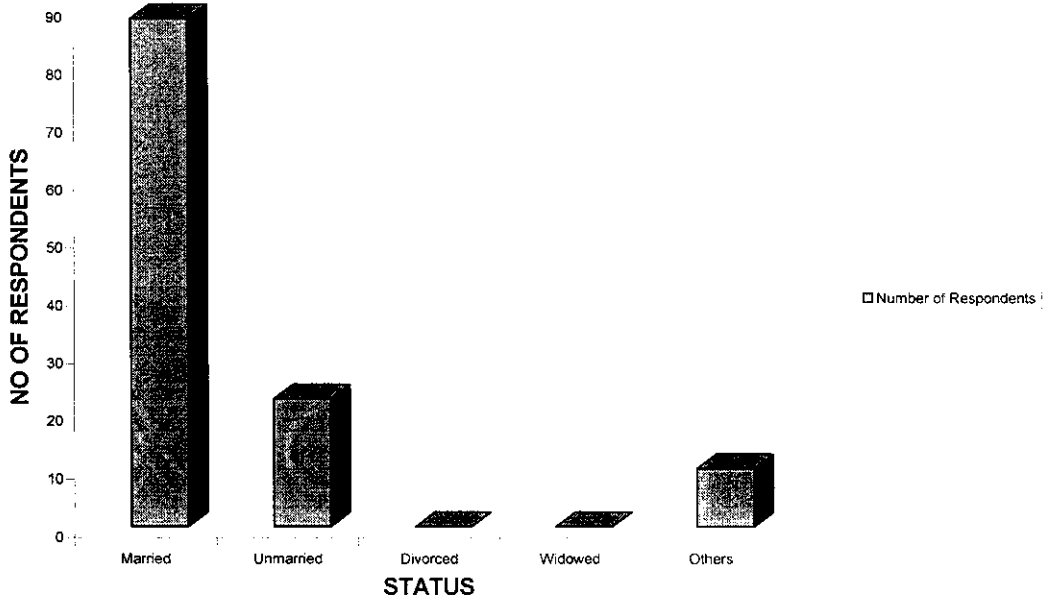
<b>Status</b>	<b>Number of Respondents</b>	<b>Percentage (%)</b>
Married	88	73.33
Unmarried	22	18.33
Divorced	0	0
Widowed	0	0
Others	10	8.33
<b>Total</b>	<b>120</b>	<b>100</b>

The above table shows that 73.33% of the respondents are married, 18.33% of them are unmarried, 0% of them are divorced, 0% of them are widowed and the rest (8.33%) of them belong to the category 'others'.

Thus it is inferred that the Majority (73.33%) of the respondents are married.

### CHART – 3

STATUSWISE DISTRIBUTION





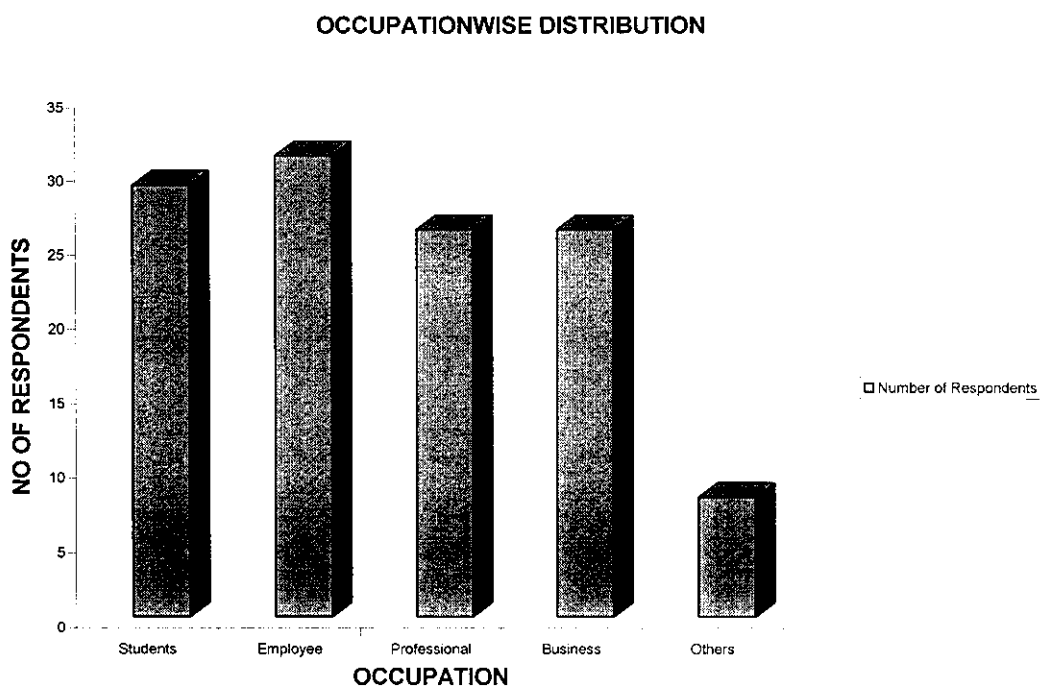
**TABLE – 4**  
**OCCUPATION**

<b>Occupation</b>	<b>Number of Respondents</b>	<b>Percentage (%)</b>
Students	29	24.16
Employee	31	25.83
Professional	26	21.66
Business	26	21.66
Others	8	6.66
<b>Total</b>	<b>120</b>	<b>100</b>

The above table shows that 24.16% of the respondents are students, 25.83% of them are employees, 21.66% of them are professionals, 21.66% of them are business and the rest (6.66%) of them belong to the category 'others'.

Thus it is inferred that the Majority (25.83%) of the respondents are employees.

Chart – 4



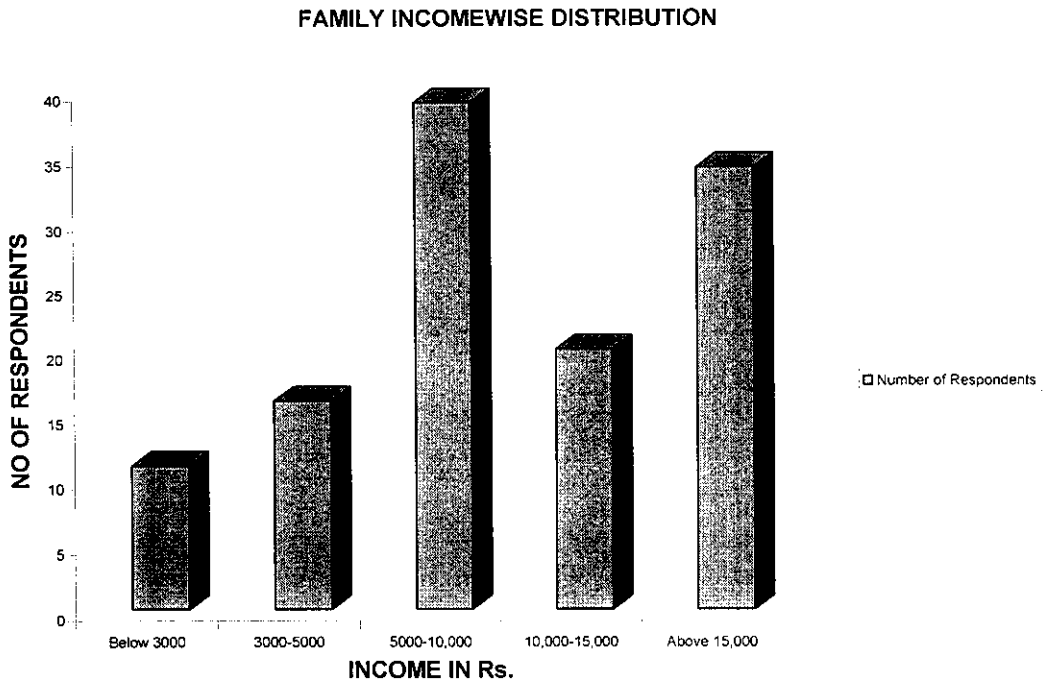
**TABLE – 5**  
**FAMILY INCOME**

<b>Family income</b>	<b>Number of Respondents</b>	<b>Percentage (%)</b>
Below 3000	11	9.16
3000-5000	16	13.33
5000-10,000	39	32.5
10,000-15,000	20	16.66
Above 15,000	34	28.33
<b>Total</b>	<b>120</b>	<b>100</b>

The above table shows that 9.16% of the respondents earn 3000 per month, 13.33% of them earn 3000-5000, 32.5% of them earn 5000-10,000, 16.66% of them earn 10,000-15,000 and the rest (28.33%) of them earn above 15,000 per month.

Thus it is inferred that Majority (32.5%) of the respondents have an income of Rs. 5000 – 10000 per month.

Chart – 5



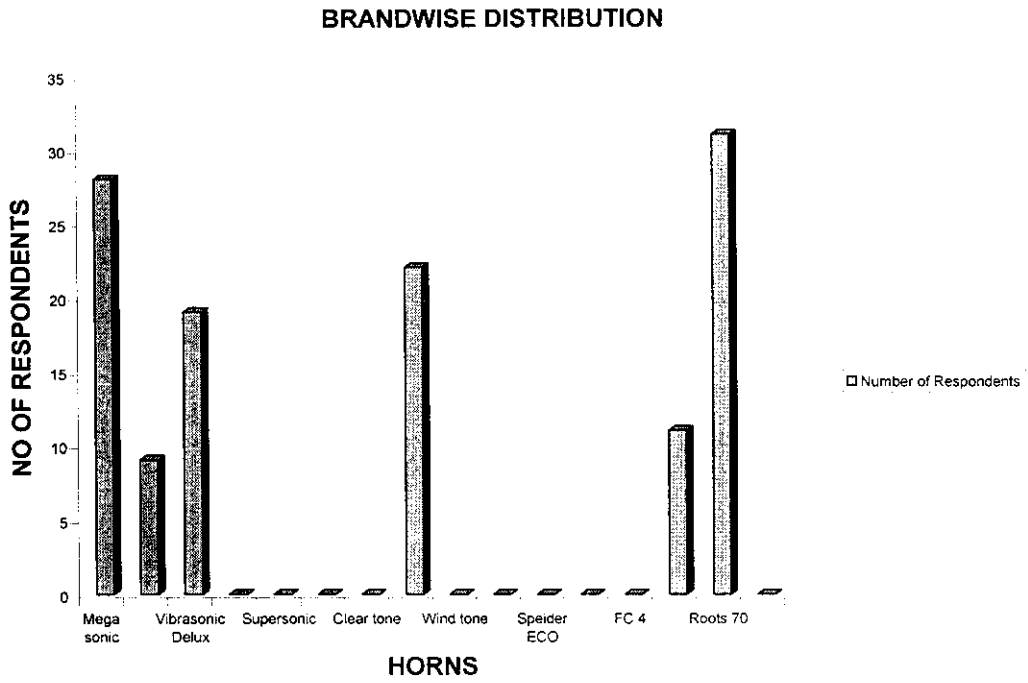
**TABLE – 6**  
**BRAND OF HORN**

<b>Horn</b>	<b>Number of Respondents</b>	<b>Percentage (%)</b>
Mega sonic	28	23.33
Vibrasonic	9	7.5
Vibrasonic Deluxe	19	15.83
Smart tone	0	0
Supersonic	0	0
Super tone	0	0
Clear tone	0	0
Clear tone Deluxe	22	18.33
Wind tone	0	0
Wind tone Deluxe	0	0
Speider ECO	0	0
Wind tone TRIO	0	0
FC 4	0	0
Roots speider	11	9.16
Roots 70	31	25.83
FD4 Deluxe	0	0
<b>Total</b>	<b>120</b>	<b>100</b>

The above table shows that 23.33% of the respondents use mega sonic horn, 7.5% use Vibrasonic horn, 15.83% use Vibrasonic deluxe horn, 18.33% of them use clear tone deluxe horn, 9.16% of them use ROOTS Speider horn, and the rest (25.83%) of them use Roots 70 horn.

Thus it is inferred that Majority (25.83%) use Roots 70 horns due to its quality and price.

Chart – 6



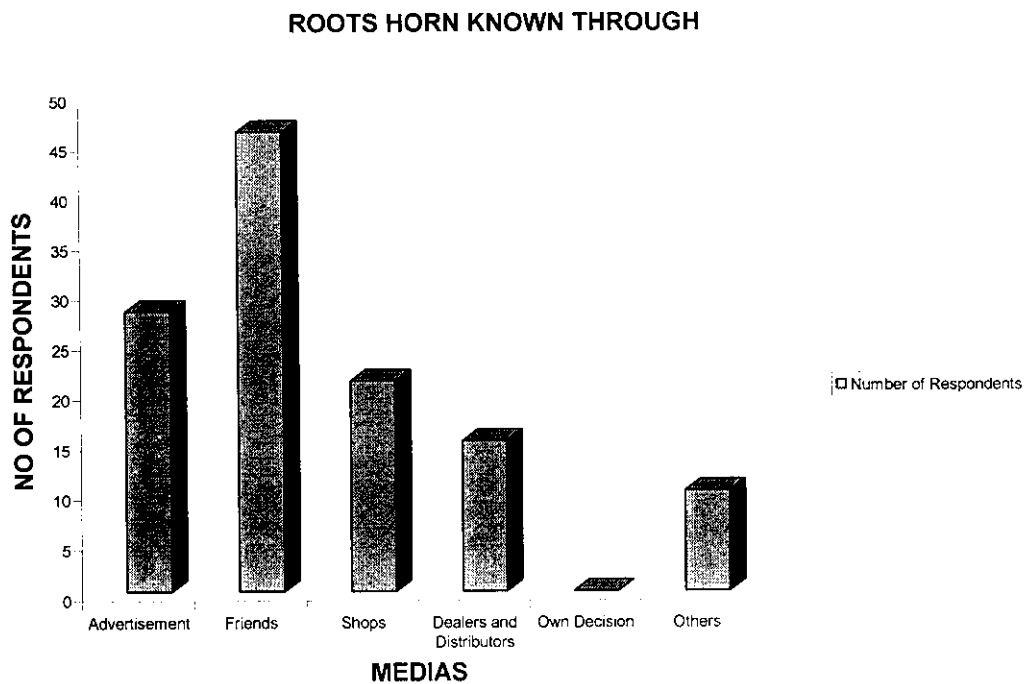
**TABLE – 7**  
**AWARENESS**

<b>Horn</b>	<b>Number of Respondents</b>	<b>Percentage (%)</b>
Advertisement	28	23.33
Friends	46	38.33
Shops	21	17.5
Dealers and Distributors	15	12.5
Own Decision	0	0
Others	10	8.33
<b>Total</b>	<b>120</b>	<b>100</b>

The above table shows that 23.33% of the respondents came to know about Roots products through advertisements, 38.33% of them through Friends, 17.5% of them through Shops and shopkeepers, 12.5% of them through Dealers and Distributors and the rest (8.33%) of them through others.

Thus it is inferred that Majority (38.33%) came to know about Roots products through Friends.

Chart - 7





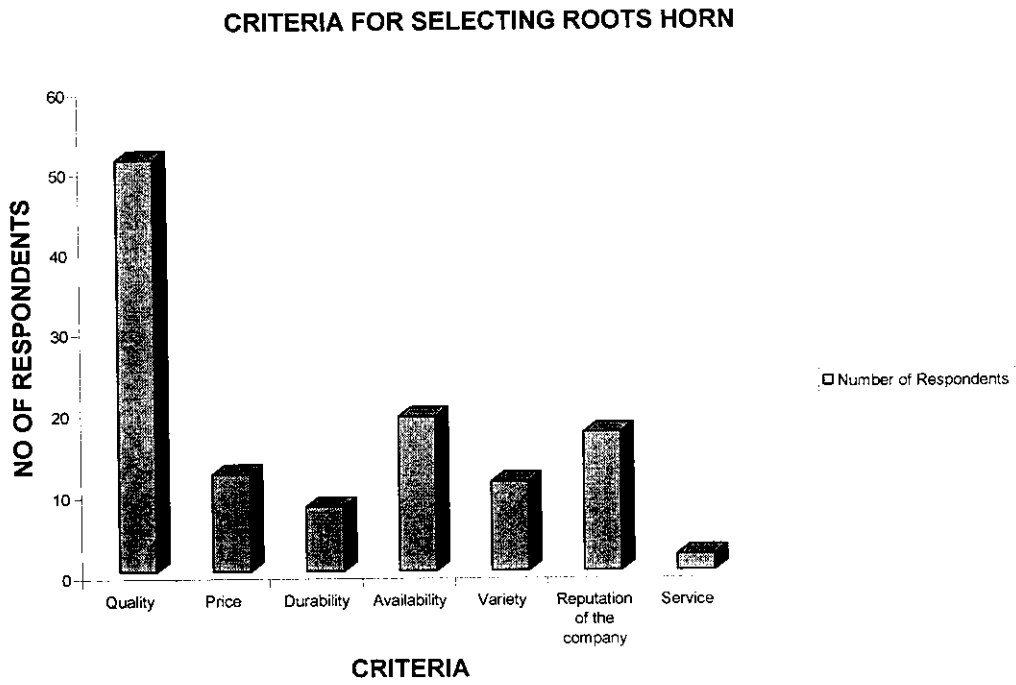
**TABLE – 8**  
**SELECTING ROOTS HORN**

<b>Horn</b>	<b>Number of Respondents</b>	<b>Percentage (%)</b>
Quality	51	42.5
Price	12	10
Durability	8	6.66
Availability	19	15.83
Variety	11	9.16
Reputation of the company	17	14.16
Service	2	1.66
<b>Total</b>	<b>120</b>	<b>100</b>

The above table shows that 42.5% of the respondents select Roots horns due to their quality, 10% of them due to price, 6.66% of them due to durability, 15.83% of them select due to its availability, 9.16% of them due to the variety offered, 14.16% due to the reputation of the brand and rest (1.66%) due to the after sales service offered.

Thus it is inferred that Majority (42.5%) of the respondents are influenced to purchase Roots horn for its quality.

Chart – 8



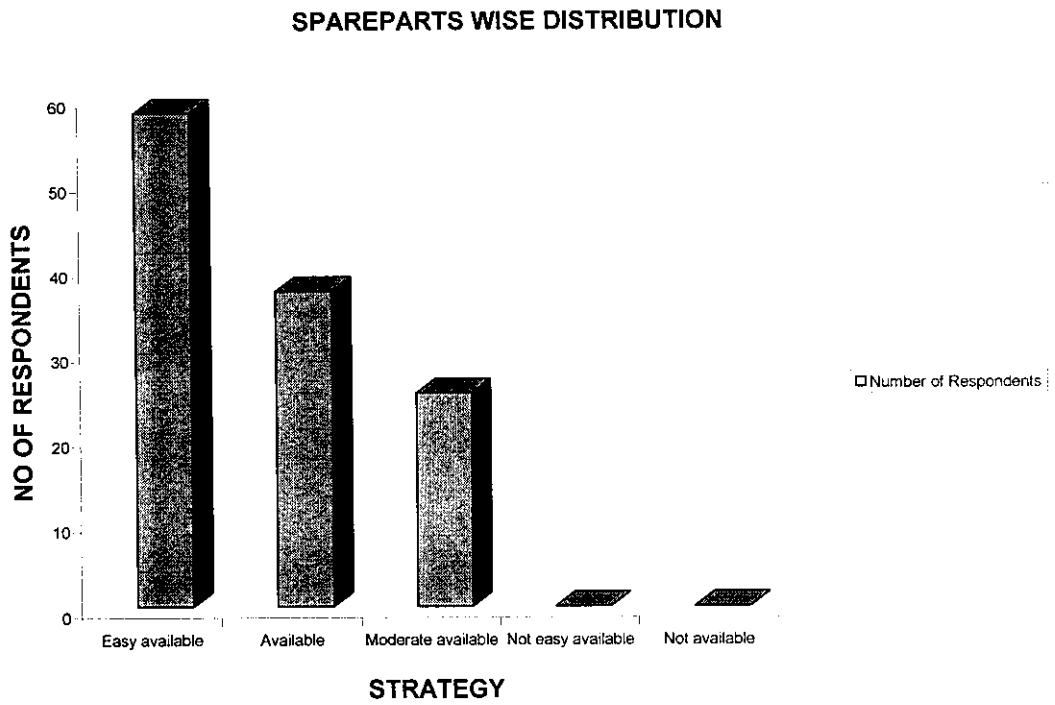
**TABLE – 9**  
**AVAILABILITY OF SPARES**

<b>Spares</b>	<b>Number of Respondents</b>	<b>Percentage (%)</b>
Easy available	58	48.33
Available	37	30.83
Moderate available	25	20.83
Not easy available	0	0
Not available	0	0
<b>Total</b>	<b>120</b>	<b>100</b>

The above table shows that 48.33% of the respondents feel that spares of Roots products are easy available, 30.83% of them feel that it is available and rest (20.83%) of them feel that it is moderately available.

Thus it is inferred that Majority (48.33%) of the respondents feel that the spares of Roots horn are easily available.

Chart – 9



**TABLE – 10**  
**LIFE OF ROOTS HORN**

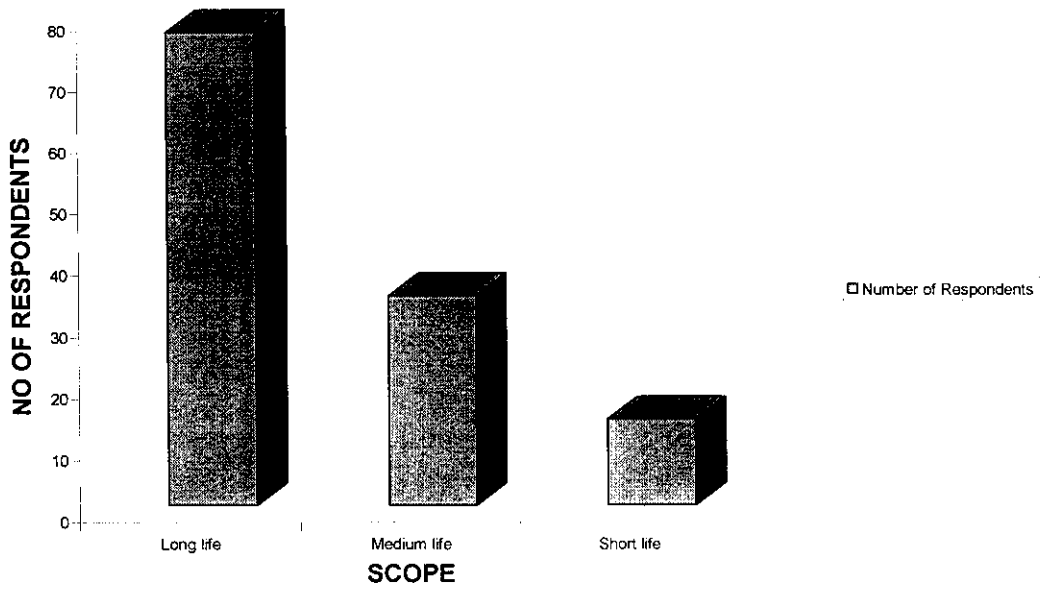
<b>Horn</b>	<b>Number of Respondents</b>	<b>Percentage (%)</b>
Long life	77	64.16
Medium life	34	28.33
Short life	14	11.66
<b>Total</b>	<b>120</b>	<b>100</b>

The above table shows that 64.16% of the respondents say that Roots horn does have a long life, 28.33% of them feel that it has only medium life and the rest (11.66%) of them say that it has only a short life.

Thus it is inferred that Majority (64.16%) of the respondents feel that Roots horn have long life.

Chart – 10

## SCOPE OF THE HORN



**TABLE – 11**  
**SATISFIED WITH SALES AND SERVICE**

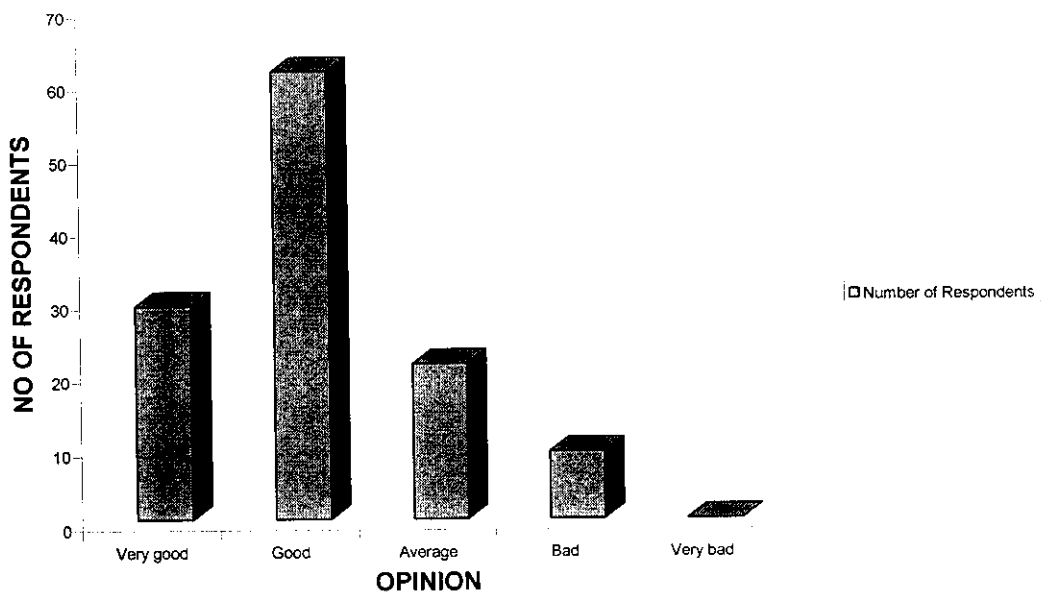
<b>Service</b>	<b>Number of Respondents</b>	<b>Percentage (%)</b>
Very good	29	50.83
Good	61	24.16
Average	21	17.5
Bad	9	7.5
Very bad	0	0
<b>Total</b>	<b>120</b>	<b>100</b>

The above table shows that 50.83% of the respondents say that the sales and service of Roots is very good, 24.16% of them say it is good, 17.5% of them say it is average and the rest (7.5 %) of them say that they are bad.

Thus it is inferred that Majority (50.83%) of the respondents are satisfied with the service of Roots horn.

Chart - 11

SALES AND SERVICES



P-2423



**TABLE – 12**  
**PERFORMANCE OF ROOTS HORN**

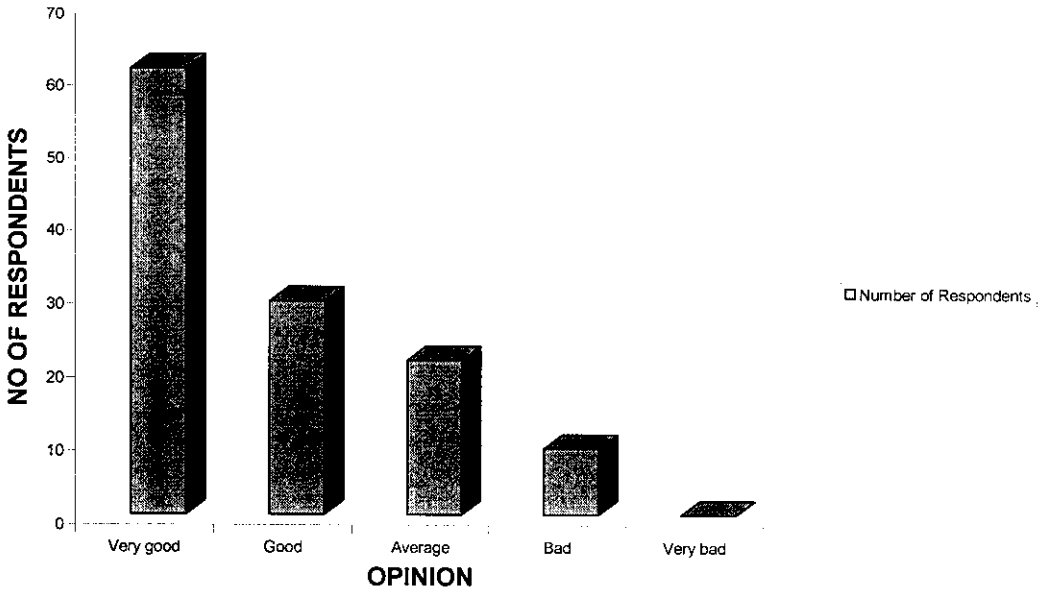
<b>Horn</b>	<b>Number of Respondents</b>	<b>Percentage (%)</b>
Very good	61	50.83
Good	29	24.16
Average	21	17.5
Bad	9	7.5
Very bad	0	0
<b>Total</b>	<b>120</b>	<b>100</b>

The above table shows that 50.83% of the respondents say that the performance of Roots products are very good, 24.16% of them say they are good, 17.5% of them say that it is average and the rest (7.5%) of them say that it is bad.

Thus it is inferred that Majority (50.83%) of the respondents feel that the performance of Roots horn is very good.

Chart – 12

PERFORMANCEWISE DISTRIBUTION



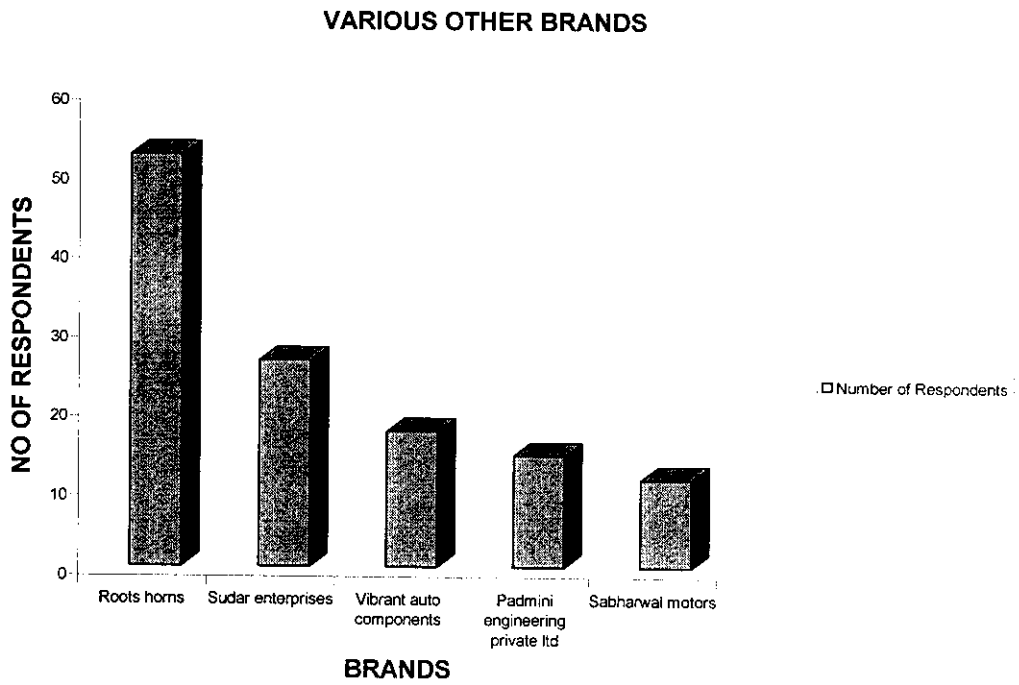
**Table – 13**  
**COMPARISON**

<b>Brands</b>	<b>Number of Respondents</b>	<b>Percentage (%)</b>
Roots horns	52	43.33
Sudar enterprises	26	21.67
Vibrant auto components	17	14.17
Padmini engineering private ltd	14	11.66
Sabharwal motors	11	9.17
<b>Total</b>	<b>120</b>	<b>100</b>

The above table shows that 66.66% of the respondents use Roots horn, 50% of them use products of Padmini Engineering, 41.66% of them use Sudar enterprises products, 33.33% of them use products of Vibrant auto components, 16.66% of them use products of Sabharwal motors.

Thus it is inferred that Majority (43.33%) of the respondents feel that Roots horn is better than other brands.

Chart – 13



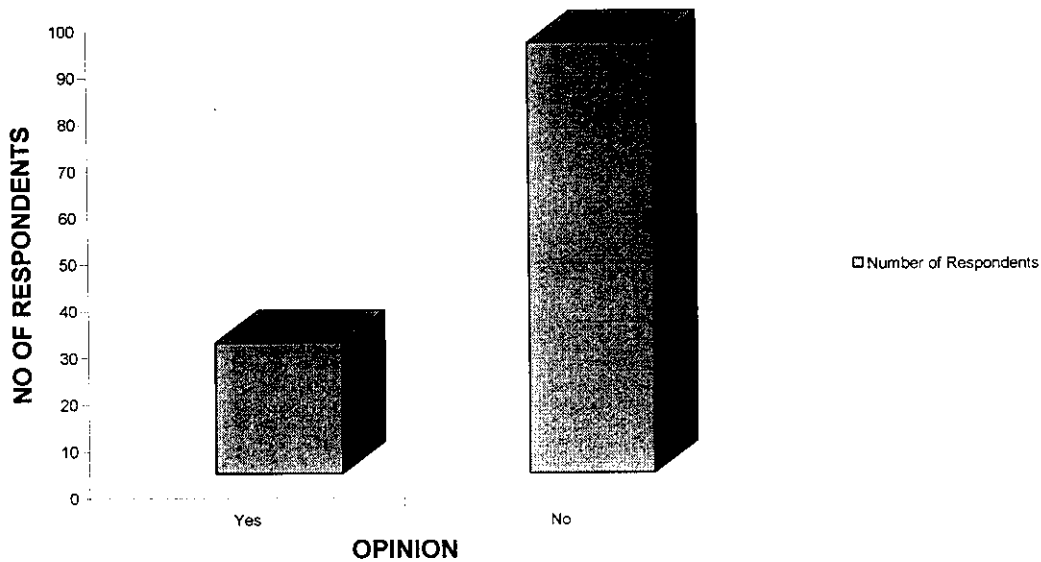
**Table – 14**  
**COMPLAINTS**

<b>Complaints</b>	<b>Number of Respondents</b>	<b>Percentage (%)</b>
Yes	28	23.33
No	92	76.67
<b>Total</b>	<b>120</b>	<b>100</b>

The above table shows that 76.66% of the respondents say that there are no complaints about Roots Horns.

Chart – 14

FEEDBACK



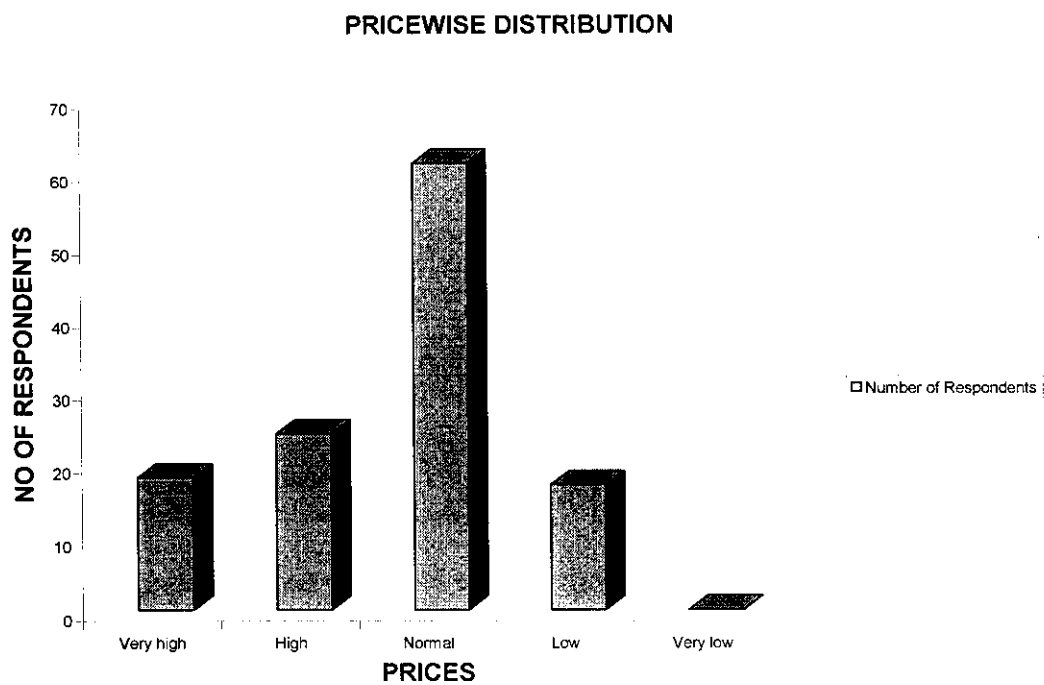
**Table – 15****PRICES**

<b>Prices</b>	<b>Number of Respondents</b>	<b>Percentage (%)</b>
Very high	18	15
High	24	20
Normal	61	50.83
Low	17	14.16
Very low	0	0
<b>Total</b>	<b>120</b>	<b>100</b>

The above table shows that 15% of the respondents feel that the pricing of Roots horn is very high, 20% of them say that they are high, 50.83% of them feel it is normal and the rest (14.16%) of them feel that they are low.

Thus it is inferred that a Majority (50.83%) of the respondents feel that the prices of Roots horn are normal.

Chart – 15





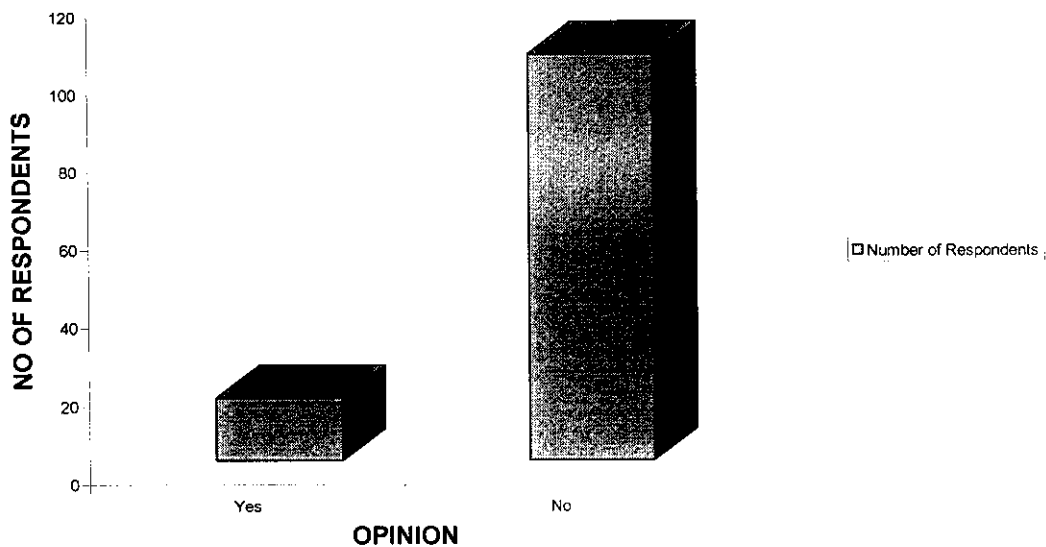
**Table – 16**  
**IMPORTED HORN**

<b>Horn</b>	<b>Number of Respondents</b>	<b>Percentage (%)</b>
Yes	16	13.33
No	104	86.67
<b>Total</b>	<b>120</b>	<b>100</b>

From the above table we can infer that 13.33% of the respondents will use imported horn and 86.67% of them will not use any imported horn.

Chart – 16

USAGE OF IMPORTED HORNS



## Chi – Square test to find the relationship between age and scope

Table - 17

Age / scope of roots horn	Long Life	Medium Life	Short Life	Total
Below 18	5	3	2	9
18-25 years	15	8	4	27
26-32 years	20	10	3	33
40-60 years	22	10	4	36
Above 60 years	10	3	2	15
Total	72	34	14	120

**Null Hypothesis Ho:** There is no significant relationship between age and scope of the roots horns.

**Alternative Hypothesis Ha:** There is significant relationship between age and scope of the roots horns.

### INFERENCE

The calculated value (1.215884) is less than the table value (15.5). Hence the null hypothesis is accepted and it is inferred that there is no significant relationship between age and scope of the roots horns.

**Chi – Square test to find the relationship between occupation and  
Family Income**

**Table - 18**

<b>Family Income / Occupation</b>	<b>Below 3000</b>	<b>3000 – 5000</b>	<b>5000 - 10000</b>	<b>10000 - 15000</b>	<b>Above 15000</b>	<b>Total</b>
<b>Students</b>	2	3	10	6	8	<b>29</b>
<b>Employee</b>	2	6	11	3	9	<b>31</b>
<b>Professional</b>	3	3	7	6	7	<b>26</b>
<b>Business</b>	1	3	9	4	9	<b>26</b>
<b>Others</b>	3	1	2	1	1	<b>8</b>
<b>Total</b>	<b>11</b>	<b>16</b>	<b>39</b>	<b>20</b>	<b>34</b>	<b>120</b>

**Null Hypothesis Ho:** There is significant relationship between occupation and family income.

**Alternative Hypothesis Ha:** There is no significant relationship between occupation and family income.

**INFERENCE**

The calculated value (13.13052) is lesser than the table value (26.3). Hence the null hypothesis is accepted and it is inferred that there is significant relationship between occupation and family income.

## CHAPTER – 5

### 5.1 FINDINGS

1. Majority (30%) of the respondents belong to the age group of 40 – 60 years.
2. Majority (80.83) of the respondents are male.
3. Majority (32.5%) of the respondents have an income of Rs. 5000 – 10000.
4. Majority (25.83%) of the respondents use Roots 70 horns.
5. Majority (38.33%) of the respondents are aware of Roots horn through friends.
6. Majority (42.5%) of the respondents are influenced to purchase Roots horn for its quality.
7. Majority (48.33%) of the respondents feel that the spares of Roots horn are easily available.
8. Majority (64.16%) of the respondents feel that Roots horn have a long life.
9. Majority (50.83%) of the respondents are satisfied with the service of Roots horn.
10. Majority (50.83%) of the respondents feel that the performances of Roots horn are very good.
11. Majority (43.33%) of the respondents feel that the comparison s of Roots horn brand with other brands is good.
12. Majority (76.67%) of the respondents had no complaints about the horn.

13. Majority (50.83%) of the respondents feel that the prices of Roots horn are normal.
14. It was found that only (13.33%) of the respondents use imported horns.
15. It was found that there is no significant relationship between age and scope of Roots horns

## **5.2 SUGGESTIONS.**

1. Price of the spare parts should be reduced considerably, in line with cost economic factor.
2. Service facility should be improved to satisfy the customer still further.
3. Advanced technological factors should be implemented with the help of R&D, in order to face to competitors.
4. They should be in position to face the emerging challenges successfully by manufacturing variety of horns.

### 4.3. CONCLUSION

. The study was conducted to find customer's satisfaction towards roots horn in Coimbatore city. It has been observed that ROOTS industries Ltd are a leading manufacturer of horns in India. The products of roots industries, especially the horns are best when compared with other horns because of its high quality & reliability.

This survey has helped to identify the strength of Roots horn.

Majority of the customers are satisfied with the products in terms of quality, long life, performance, brand image & price.

Through a questionnaire, data was collected and analyzed, and the above said were found. Using these findings, various suggestions such as reducing price, improving service facility, better product positioning etc were given.

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- [www.businessmanagement.com](http://www.businessmanagement.com)
- [www.emerald-articles.com](http://www.emerald-articles.com)



# QUESTIONNAIRE

## A STUDY ON CUSTOMER SATISFACTION OF ROOTS HORN IN COIMBATORE CITY.

1. Name:.....

2. Age:

- (a) Below 18 [ ]                      (b) 18-25 years [ ]  
(c) 26-32 years [ ]                      (d) 40 -60 years [ ]  
(e) Above 60 years [ ]

3. Sex:

- (a) Male [ ]                              (b) Female [ ]

4. Marital status:

- (a) Married [ ]                              (b) Unmarried [ ]  
(c) Divorced [ ]                              (d) Widowed [ ]  
(e) Others [ ]

5. Address :

-----  
-----  
-----

6. Occupation:

- (a) Students [ ]                              (b) Employee [ ]  
(c) Professional [ ]                              (d) Business [ ]  
(e) Agriculture [ ]



11. What do you feel about the availability of spares for ROOTS horn?

- (a) Easily available [ ]                      (b) Available [ ]  
(c) Moderately Available [ ]                (d) Not easily available [ ]  
(e) Not available [ ]

12. What do u feel about the life of the ROOTS horn?

- (a) Long life [ ]                                (b) Medium life [ ]  
(c) Short life [ ]

13. Are you satisfied with after sales and service rendered by ROOTS company?

- (a) Very good [ ]                                (b) Good [ ]  
(c) Average [ ]                                 (d) Poor [ ]  
(e) Very poor [ ]

14. What do you feel about the performance of ROOTS horn?

- (a) Very good [ ]                                (b) Good [ ]  
(c) Average [ ]                                 (d) Bad [ ]  
(e) Very bad [ ]

15. Rank your opinion about the brands?

- (a) Roots Horns [ ]  
(b) Sudar enterprises [ ]  
(c) Vibrant auto components [ ]  
(d) Padmini Engineering Pvt.Ltd. [ ]  
(e) Sabharwal Motors [ ]

16. Do you have any complaints about the ROOTS horns?

- (a) Yes [ ]                                        (b) No [ ]

17. If yes please give us your suggestions for improvement:

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18. How do you feel about the prices of Roots horn?

(a) Very high [ ]

(b) High [ ]

(c) Normal [ ]

(d) Low [ ]

(e) Very Low [ ]

19. Have you ever used imported horns? Does it have any difference with roots horns?

(a) Yes [ ].....b) No [ ]

20. Given your valuable suggestions:

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