

2021

**CONSUMER BEHAVIOUR AND
SALES MANAGEMENT — HONOURS**

Paper : DSE-5.1M

(Marketing Group)

Full Marks : 80

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

Module - I

(Consumer Behaviour)

1. Answer *any four* questions.

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| (a) State the importance of market research in assessing consumer behaviour. | 10 |
| (b) What are the factors that influence consumer behaviour? | 10 |
| (c) Describe any two bases of market segmentation. | 5+5 |
| (d) Explain the role of ethics in marketing. | 10 |
| (e) Write notes on : | 5+5 |
| (i) Health care marketing | |
| (ii) Social marketing. | |
| (f) Point out the cross-cultural effects on consumer behaviour with example. | 10 |
| (g) Explain the following terms : | 5+5 |
| (i) Diffusion process | |
| (ii) Leadership process. | |
| (h) What is meant by consumer protection? | 10 |

Module - II

(Sales Management)

2. Answer *any four* questions.

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| (a) State the factors determining sales organisation structure. | 10 |
| (b) 'Training is necessary for managing the sales force' – Explain. | 10 |

Please Turn Over

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| (c) Describe the functions of marketing channels. | 10 |
| (d) Write notes on : | 5+5 |
| (i) Channel members | |
| (ii) Personal selling. | |
| (e) What is meant by sales management? | 10 |
| (f) Mention the recruitment process of the sales force. | 10 |
| (g) Discuss, in brief, any one of the theories of selling. | 10 |
| (h) What are the methods of handling customer objections? | 10 |
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