

2020

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) | (i) Define marketing information system. | |
| | (ii) State the relevance of marketing information system in marketing. | 4+6 |
| (b) | Explain any one consumer behaviour model. | 10 |
| (c) | Discuss Abraham Maslow's hierarchy of needs theory and its relevance to consumer behaviour. | 10 |
| (d) | State the influence of culture in consumer behaviour. | 10 |
| (e) | (i) What do you mean by consumer behaviour? | |
| | (ii) What is the need for study of consumer behaviour? | 4+6 |
| (f) | (i) Define opinion leader. | |
| | (ii) How do the opinion leaders influence consumer decision making process? | 4+6 |
| (g) | Explain the following terms with example : | |
| | (i) Personality (ii) Social Class. | 5+5 |
| (h) | Write short notes on : | |
| | (i) Political marketing (ii) Communication persuasion. | 5+5 |

Module - II

(Sales Management)

2. Answer **any four** questions :

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| (a) | (i) Define personal selling. | |
| | (ii) Discuss the steps in personal selling. | 2+8 |

Please Turn Over

- (b) (i) What is negotiation?
(ii) State the bargaining strategies and tactics during negotiation. 2+8
- (c) How would you select an appropriate channel of marketing for the following products?
(i) Medicines and (ii) Laptop. 5+5
- (d) Discuss the problems associated with structuring the sales organisation. 10
- (e) How would you identify and analyse customers' needs for a product? 10
- (f) State the functions of Chief Sales Executive. 10
- (g) Point out the general principles of sales organisation. 10
- (h) (i) What is meant by placement of sales force?
(ii) Describe the importance of training and development of the sales force. 5+5
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