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 :

 (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 :

 (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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