

2022

**CONSUMER BEHAVIOUR AND
SALES MANAGEMENT — HONOURS**

Paper : DSE-5.1MH

(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)

Group - A

1. Answer *any four* questions : 4×4
- (a) Explain any one consumer behaviour model, in brief.
 - (b) Briefly discuss Abraham Maslow's hierarchy of needs theory.
 - (c) What are the factors that influence consumer behaviour?
 - (d) State the merits of healthcare marketing.
 - (e) Describe the relevance of marketing research in assessing consumer behaviour.
 - (f) State the influence of culture in consumer behaviour.

Group - B

2. Answer *any three* questions :
- (a) Describe the stages in consumer decision making process. 8
 - (b) Discuss the need for consumer protection in marketing. 8
 - (c) Explain the following terms with examples :
 - (i) Motivation
 - (ii) Personality. 4+4
 - (d) What are the different types of market segmentation? Briefly explain, any two types of market segmentation. 3+(2½+2½)
 - (e) Define opinion leader. How do the opinion leaders influence consumer decision making process? 2+6

Please Turn Over

**Module - II
(Sales Management)**

Group - A

3. Answer *any four* questions : 4×4
- (a) Discuss briefly, the role of sales management.
 - (b) State the objectives of sales force in brief.
 - (c) Write a note on “Personal selling as a career”.
 - (d) How would you evaluate the performance of sales force?
 - (e) Briefly state the bargaining strategies and tactics during negotiation.
 - (f) What are the reasons for establishing sales territories?

Group - B

4. Answer *any three* questions : 8×3
- (a) Explain the levels of marketing channels.
 - (b) Describe the important factors determining sales organisation structure.
 - (c) State the methods of handling customer objections.
 - (d) Point out the general principles of sales organisation.
 - (e) How would you identify and analyse customers’ needs for a product?
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