

**2023**

**CONSUMER BEHAVIOUR AND  
SALES MANAGEMENT — HONOURS**

**Paper : DSE-5.1 MH**

**(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) Define marketing information system.
- (b) What do you mean by consumer behaviour?
- (c) Distinguish between buyer and consumer.
- (d) Mention the basic objective of the Consumer Protection Act.
- (e) What do you mean by leadership process?
- (f) Write a short note on Marketing Research.

**Group - B**

**2. Answer *any three* questions :**

- (a) What are the advantages of segmenting the market? 8
- (b) How do personality traits explain consumer behaviour? 8
- (c) Write short notes on : 4+4
  - (i) Perception
  - (ii) Social Class.
- (d) "Ethics in marketing is a timely need."– Evaluate the statement. 8
- (e) Discuss the diffusion process of an innovation. 8

**Please Turn Over**

**Module - II  
( Sales Management )  
Group - A**

3. Answer *any four* questions :

4×4

- (a) What do you mean by buyer-seller dyad?
- (b) Point out the steps in personal selling.
- (c) Mention the steps for selection of salesman.
- (d) Define sales force.
- (e) Discuss any one major training techniques used for sales persons.
- (f) Define sales management.

**Group - B**

4. Answer *any three* questions :

8×3

- (a) Describe the different levels of marketing channel.
  - (b) State the problems associated with structuring the sales organization.
  - (c) Discuss the important functions of Chief Sales Executive.
  - (d) Briefly discuss the criteria of good recruitment process.
  - (e) Explain the factors which influence the size of sales force.
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