

**2024**

**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 :

- |  |     |
|--|-----|
| (a) What is meant by marketing ethics?                             | 4   |
| (b) What is the need for consumer protection in the present times? | 4   |
| (c) Define opinion leader. Give an example.                        | 2+2 |
| (d) What is political marketing?                                   | 4   |
| (e) State the influence of culture in consumer behaviour.          | 4   |
| (f) What is environmental marketing?                               | 4   |

**Group - B**

2. Answer *any three* questions :

- |  |     |
|--|-----|
| (a) Discuss the factors that influence consumer behaviour.             | 8   |
| (b) Briefly discuss any two bases of market segmentation.              | 4+4 |
| (c) State the steps in consumer decision-making process.               | 8   |
| (d) "Market research helps in assessing consumer behaviour."– Comment. | 8   |
| (e) Explain the following terms :                                      | 4+4 |
| (i) Leadership Process   |     |
| (ii) Marketing Information System (MIS).                               |     |

**Please Turn Over**

**(0762)**

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

**Group - A**

3. Answer *any four* questions :

- |   |     |
|---|-----|
| (a) Define sales management.                                      | 4   |
| (b) State the need for sales organization.                        | 4   |
| (c) What is zero-level marketing channel? Give an example.        | 2+2 |
| (d) Discuss, in brief, the importance of training of sales force. | 4   |
| (e) What is sales force compensation?                             | 4   |
| (f) Who are channel members?                                      | 4   |

**Group - B**

4. Answer *any three* questions :

- |   |     |
|---|-----|
| (a) Discuss the important factors determining sales organization structure. | 8   |
| (b) State the functions of marketing channel.                               | 8   |
| (c) "Personal selling as a career is unique."— Evaluate the statement.      | 8   |
| (d) (i) What is meant by placement of sales force?                          |     |
| (ii) How would you evaluate the performance of sales force?                 | 4+4 |
| (e) Point out the general principles of sales organization.                 | 8   |
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