

**2025**

**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) Discuss, in brief, the concept of consumer behaviour.
  - (b) “Environmental marketing is a timely need.”— Comment.
  - (c) What is market segmentation?
  - (d) Define leadership process.
  - (e) What is marketing information system?
  - (f) Narrate the concept of motivation.

**Group - B**

2. Answer *any three* questions :
- (a) Discuss the need of consumer protection in marketing. 8
  - (b) How do the opinion leaders influence consumer decision making process? 8
  - (c) Point out the importance of market research in assessing consumer behaviour. 8
  - (d) Discuss the merits of segmentation market. 8
  - (e) Write short notes on : 4+4
    - (i) Personality
    - (ii) Health-care marketing.

**Please Turn Over**

**(3898)**

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

**Group - A**

3. Answer *any four* questions : 4×4
- (a) Define sales organization.
  - (b) What is personal selling?
  - (c) Describe two-level channels of distribution.
  - (d) What is meant by placement of sales force?
  - (e) Explain the term 'Buyer-Seller Dyads'.
  - (f) What is compensation of sales force?

**Group - B**

4. Answer *any three* questions : 8×3
- (a) Point out the steps in personal selling.
  - (b) "Training is necessary for managing the sales force."— Explain.
  - (c) Discuss the recruitment process of the sales force.
  - (d) State the important functions of Chief Sales Executive.
  - (e) Mention the factors which influence the size of sales force.
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