

**2020**

**CONSUMER BEHAVIOUR AND SALES MANAGEMENT — HONOURS**

**Fifth Paper**

**(M-31-A)**

**(Marketing Group)**

**Full Marks : 100**

*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 two* questions :

5×2

(a) Name two consumer behaviour models.

*Or,*

What is diffusion of innovation?

(b) What is consumer behaviour?

*Or,*

What is health-care marketing?

(c) Define the term Opinion leader.

(d) Define the role of reference group in consumer decision process.

(e) Give two examples of social class.

**Group - B**

2. Answer *any two* questions :

8×2

(a) State the features of consumer behaviour.

(b) What is Marketing Information System (MIS)?

(c) Discuss the importance of health-care marketing.

*Or,*

What are the merits of political marketing?

**Please Turn Over**

(d) What is the importance of environmental marketing?

**Or,**

Discuss the major techniques of market segmentation.

**Group - C**

3. Answer **any one** question : 12×1

- (a) State the application of market research in consumer behaviour.
- (b) Discuss the relevance of marketing information system in assessing consumer behaviour.
- (c) How does consumer's need influence consumer decision-making process?

**Group - D**

4. Answer **any one** question : 12×1

- (a) Discuss, in detail, the role of motivation in consumer behaviour.
- (b) Discuss the determinants of consumer behaviour in their social and cultural setting.

**Module - II**

**(Sales Management)**

**Group - A**

5. Answer **any two** questions : 5×2

- (a) State any two causes of turnover of sales personnel.
- (b) What do you mean by 'on the job training'?
- (c) What do you mean by job analysis?
- (d) Define personal selling.
- (e) What is salesmanship?
- (f) Give an idea about buyer-seller dyad.
- (g) State any two functions of 'marketing channels'.
- (h) Mention any two basic objectives of selecting an appropriate distribution channel.

**Group - B**

6. Answer **any two** questions : 8×2

- (a) Distinguish between direct channel and indirect channel.
- (b) Why the channels for industrial products are typically shorter than channels for consumer products?
- (c) Discuss the features of electronic marketing channels.

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- (d) What is meant by compensation of sales force?
- (e) Discuss any two key determinants of sales force size.
- (f) Explain, in brief, the basic sales strategy taken by sales management.

**Group - C**

7. Answer *any one* question : 12×1
- (a) Discuss the AIDA's theory of selling. 12
  - (b) How does personal selling differ from advertising? 12
  - (c) What do you mean by 'performance evaluation'? What are its objectives? 8+4

**Group - D**

8. Answer *any one* question : 12×1
- (a) Describe different tenets of marketing channels.
  - (b) What are the ever growing complexities of sales organisation?
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