

2021

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 the following questions: 2×5

- (a) What is diffusion process?
- (b) Define culture.
- (c) What is marketing information system?

Or,

What is market research?

- (d) Define political marketing.

Or,

Define healthcare marketing.

- (e) What is meant by perception?

Or,

What is meant by Consumer's need?

Group-B

2. Answer the following questions: 4×4

- (a) State the features of consumer behaviour.

Or,

State the features of healthcare marketing.

Please Turn Over

(b) Discuss the relevance of ethics in marketing.

Or,

Discuss the relevance of consumer protection.

(c) What is environmental marketing?

(d) What is social marketing?

Group-C

3. Answer the following questions:

6×2

(a) How does the opinion leader influence consumer decision making process?

Or,

How do the cultural factors affect consumer buying behaviour?

(b) What are the advantages of segmenting the market?

Group-D

4. Answer the following question:

12×1

‘Marketing Information System and Marketing Research are inter-dependent’— Comment.

Or,

What are the bases of market segmentation?

Module-II

(Sales Management)

Group-A

5. Answer the following questions:

2×5

(a) What is sales force?

(b) What is marketing channel?

Or,

What is channel objective?

(c) Define personal selling.

Or,

What is salesmanship?

(d) Give an idea of sales management.

(e) What is training?

Or,

What is placement?

(3)

***R(III)-Consumer Behaviour
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Group-B

6. Answer the following questions:

4×4

(a) State any two key determinants of sales force size.

Or,

What is meant by sales force compensation?

(b) How would you appraise sales force performance?

(c) Mention two common problems associated with structuring the sales organisation.

Or,

Mention two factors determining sales organisation structure.

(d) How would you approach a customer to buy your product?

Group-C

7. Answer the following questions:

6×2

(a) State the need of marketing channel.

Or,

State the functions of marketing channel.

(b) Briefly describe the tasks of 'Chief Sales Executive'.

Group-D

8. Answer the following question:

12×1

Explain the different levels of marketing channel.

Or,

Discuss the important factors to consider when designing a marketing channel.
