

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 :

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|--|-----|
| (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 :

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|--|-----|
| (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 :

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|---|-----|
| (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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