

**2021**

**CONSUMER BEHAVIOUR AND  
SALES MANAGEMENT — HONOURS**

**Paper : DSE-5.1M**

**(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)**

1. Answer *any four* questions.

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|--|-----|
| (a) State the importance of market research in assessing consumer behaviour. | 10  |
| (b) What are the factors that influence consumer behaviour?                  | 10  |
| (c) Describe any two bases of market segmentation.                           | 5+5 |
| (d) Explain the role of ethics in marketing.                                 | 10  |
| (e) Write notes on :   | 5+5 |
| (i) Health care marketing  |     |
| (ii) Social marketing.   |     |
| (f) Point out the cross-cultural effects on consumer behaviour with example. | 10  |
| (g) Explain the following terms :  | 5+5 |
| (i) Diffusion process  |     |
| (ii) Leadership process.   |     |
| (h) What is meant by consumer protection?                                    | 10  |

**Module - II**

**(Sales Management)**

2. Answer *any four* questions.

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|---|----|
| (a) State the factors determining sales organisation structure.     | 10 |
| (b) 'Training is necessary for managing the sales force' – Explain. | 10 |

**Please Turn Over**

- (c) Describe the functions of marketing channels. 10
- (d) Write notes on : 5+5
- (i) Channel members
  - (ii) Personal selling.
- (e) What is meant by sales management? 10
- (f) Mention the recruitment process of the sales force. 10
- (g) Discuss, in brief, any one of the theories of selling. 10
- (h) What are the methods of handling customer objections? 10
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