



WEST BENGAL STATE UNIVERSITY
B.Com. Honours 5th Semester Examination, 2021-22

FACADSE03T-B.COM. (DSE1/2)

CONSUMER BEHAVIOUR AND SALES MANAGEMENT

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate marks of question.
Candidates should answer in their own words and adhere to the word limit as practicable.*

GROUP-A

Answer any five questions from the following

2×5 = 10

1. What is Consumer Behavior?
2. What is Consumer Attitude?
3. What is Organizational Buying Behavior?
4. What is Culture?
5. What is Perception?
6. Define the term Dissonance.
7. Define the term Social Class.
8. What is Sales Force Development?
9. What is Sales Management?
10. What is Relationship Management?
11. What is Prospecting in Selling Process?
12. Mention the various Types of Selling.
13. What is Sales Force Compensation?
14. What are Bargaining Strategies?
15. Mention the qualities of an Effective Sales Executive.

GROUP-B

Answer any four questions from the following

5×4 = 20

16. What are the tactics followed during sales Negotiation?
17. What are the various models of Consumer Decision-Making?
18. State the characteristics of Organizational Buying Behavior.
19. "Sales Management is considered to be an important function". Explain.

20. Discuss the Information Search Behavior of a Consumer.
21. Distinguish between Training and Development of Sales Personnel.
22. What are the different methods of Sales Force Motivation?
23. Explain the various styles of Sales Presentation.
24. Explain the various Functions of a Salesman.
25. “Companies give more importance for training of Sales Force”. Explain.
26. “Success of Sales Department largely depends on the Motivation Level”. Comment.
27. Explain the essentials of Customer Knowledge to the Sales Person.

GROUP-C

Answer any *two* questions from the following

10×2 = 20

28. What is Consumer Decision-Making? Discuss the various factors influencing Consumer Behavior.
29. What is Consumer Involvement? Discuss the various models of Consumer Involvement.
30. What is Recruitment of Sales People? What are the various Sources of Recruitment?
31. Define Personal Selling. Discuss the steps in Personal Selling.
32. Discuss the importance of Following up of Sales Order.
33. Discuss the process of evaluating Sales Force Performance.

N.B. : *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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