



**WEST BENGAL STATE UNIVERSITY**  
B.Com. Honours 5th Semester Examination, 2020, held in 2021

**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. Define the term Consumer Behavior.
2. What is Consumer Life Style?
3. What is Organizational Buying Behavior?
4. What is Reference Group?
5. What is Personality?
6. Define the term Dissonance.
7. Define Social Class.
8. Differentiate between Consumer and Customer.
9. Who is an opinion leader?
10. What is Relationship Management?
11. Mention the characteristics of a Good Prospect.
12. What do you mean by Family Life Cycle?
13. What do you mean by Qualifying a Prospect?
14. What do you mean by Negotiations?
15. Mention the qualities of an Effective Sales Executive.

**GROUP-B**

**Answer any four questions from the following**

5×4 = 20

16. What is the significance of Consumer Behavior to Marketers?
17. Explain briefly the various elements of Consumer Learning.
18. State the differences between the Individual and Organizational Buying Behavior.

19. “Sales Management is considered to be an important function”. Explain.
20. Discuss the Post-Purchase behavior of a Consumer.
21. Elaborate the different stages of a Selling Process.
22. State the various sources of recruitment of sales force.
23. Explain the various techniques of closing a Sale.
24. Illustrate the effective Negotiation Skills required by sales person.
25. “Companies give more importance for training of Sales Force”. Explain.
26. “Success of Sales Department largely depends on the Motivation Level”. Elaborate this statement.
27. Explain the essentials of product knowledge to the Sales Person.

**GROUP-C**

**Answer any two questions from the following**

10×2 = 20

28. Define Consumer Behaviour. Discuss the various factors influencing Consumer Behavior.
29. What is Consumer Involvement? Discuss the various models of Consumer Involvement.
30. Describe the different methods of compensating the sales force.
31. Discuss the different types of selling approaches.
32. What is Consumer decision making? Discuss the steps in Consumer purchase decision process.
33. Discuss the various types of customer objections and ways to handle them.

**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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