

Total No. of Questions : 5]

SEAT No. :

P3406

[Total No. of Pages : 2

[6033]-305A

S.Y. B.B.A.

**305A : CONSUMER BEHAVIOUR AND SALES MANAGEMENT
(CBCS) (2019 Pattern) (Semester - III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Neat diagrams must be drawn wherever necessary.*
- 3) *Figures to the right side indicate full marks.*

Q1) Fill in the blanks.

[5]

- a) The process through which decisions that are directly/indirectly related with one or more family members are taken, is known as _____.
- b) The elements of _____ are used as marketing tools to promote and achieve the organisational goals.
- c) An official, written statement giving details of a job in a comprehensive manner is known as _____.
- d) A _____ can be defined as a unique selling activity in which apart from the compensation plan, some incentives like awards and prizes are provided.
- e) _____ are the work of setting up objectives for selling activities, determining and scheduling the steps necessary to achieve these objectives.

Q2) True or False

[5]

- a) A customer is the person who purchases or can purchase a product.
- b) It is a social division in which the members have different degrees of money, power and status.
- c) The market area of a business is divided into various regions or territories if its total market area is greater.
- d) Sales management can also be called sales force management.
- e) Product training is basic to any initial sales training program.

P.T.O.

Q3) Match the following. [5]

- | | |
|-------------------------|--------------------------------------|
| a) Consumerism | i) Self - Fulfilment |
| b) Culture | ii) Need for love |
| c) Esteem | iii) Protection against Exploitation |
| d) Self - Actualization | iv) Personality of Society |
| e) Belonging | v) Status |

Q4) Write Short Answer Questions : (Attempt any 3) [15]

- What is Consumerism?
- Explain Customer Delight in brief.
- Explain the concept of Sales Research.
- Explain the importance of Value added Selling.
- Explain any 3 sales forecasting methods.

Q5) Write Long Answer questions : (Attempt any 2) [20]

- Elaborate types of Sales Organization structure.
- Explain Sales manager functions and responsibilities in detail.
- Explain the search and evaluation process in detail in purchase decision.
- Explain the characteristics of culture and subculture in detail.

