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SEAT No. :

P-5951

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S.Y. B.B.A.

**305 A : CONSUMER BEHAVIOUR AND SALES  
MANAGEMENT**

**(2019 Pattern) (CBCS) (Semester - III)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Figures to the right 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) Customer is the person who purchases or can purchase a product.
- b) It is a social division in which the members have different degree 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 as sales force management.
- e) Product training is basic to any initial sales training program.

**P.T.O.**

Q3) Match the following :

[5]

a) Reference Group, family, roles, status come under	i) Robert J Lavidge & Gary A Steiner
b) Tri Component attitude model is given by	ii) Delphi Method
c) Classified on the basis of motive of search as on going search and pre purchase search	iii) Job description
d) Comprises of certain rounds of the structural survey and those who participate in the survey are the experts of their own field.	iv) Information Search
e) An official, written statement giving details of a job in a comprehensive manner is known as	v) Social Factor

Q4) Write Short notes (attempt any 3) :

[15]

- Mention the types of social groups.
- What are the three different levels of hierarchy in organisation?
- What is Customer delight?
- List the types of sale force training in detail.

Q5) Write long answer on (attempt any 2) :

[20]

- Differentiate between customer and consumer. Also explain the determinants of consumer behaviour.
- Describe store purchasing process and non-store purchasing process.
- Explain different types of sale organisation with their structure.
- What do you mean by sale force compensation? Explain monetary and non-monetary compensation in detail.

