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SEAT No. :

**PC1102**

[Total No. of Pages : 2

[6316]-105

**S.Y.B.B.A.**

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

**(2019 Pattern) (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) A) Multiple choice questions.**

**[5]**

- a) A \_\_\_\_\_ is someone who buys books for himself.
- i) Customer                      ii) Consumer
- iii) Wholesaler                  iv) Salesman
- b) Movement for protection of interests is \_\_\_\_\_?
- i) Telemarketing                  ii) Targeting
- iii) Consumerism                  iv) Advertising
- c) Discouraging customers is known as \_\_\_\_\_ ?
- i) Marketing                      ii) De-Marketing
- iii) Negotiating                      iv) Bartering
- d) Which of the following is a type of mass promotion?
- i) Advertisements                  ii) Store environments
- iii) Sales pitches                      iv) Salesmanship
- e) Marketing strategy begins with \_\_\_\_\_?
- i) Market segmentation              ii) Targeting
- iii) Outcomes assessment              iv) Objective setting

**P.T.O.**

B) 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                            |

**Q2)** Answer the following long answer. (Any 1 out of 2): [10]

- a) Elaborate types of Sales Organization structure.
- b) What is attitude? What are the characteristics of attitude?

**Q3)** Answer the following long answer. (Any 1 out of 2): [10]

- a) What are the objectives of Sales management?
- b) Explain the characteristics of culture and subculture in detail.

**Q4)** Write short notes (any 4 out of 6). [20]

- a) Sales Research.
- b) Customer Satisfaction, Customer Delight, Customer dissatisfaction.
- c) Sales Research.
- d) Sales Managers Functions and responsibilities.
- e) Momentary and non-monetary compensation.
- f) Sources of Recruitment.

