

[6225]-305

S.Y. B.B.A.

305A : 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) Friends are example of _____ group
 - i) Reference
 - ii) Secondary
 - iii) Disassociate
 - iv) None of these
- b) According to Maslow's Hierarchy of Needs, what is the highest level of need that individual seek to satisfy?
 - i) Physiological needs
 - ii) Safety needs
 - iii) Social needs
 - iv) Self-actualization needs
- c) In a geographic sales organization, how are sales territories typically divided?
 - i) Based on customer demographics
 - ii) Based on product categories
 - iii) Based on geographic regions or locations
 - iv) Based on salesperson expertise
- d) What is a common procedure used for assessing sales ability during the recruiting process?
 - i) IQ tests
 - ii) Personality assessments
 - iii) Job interviews
 - iv) Technical skills tests
- e) Non-monetary compensation as a motivation tool can include:
 - i) Salary increases
 - ii) Health insurance benefits
 - iii) Cash bonuses
 - iv) Stock options

P.T.O.

B) Match the following :

[5]

Set A

- a) Maggi
- b) Advertising
- c) Self Actualization
- d) Belonging
- e) Consumerism

Set B

- i) Self-Fulfilment
- ii) Need for love
- iii) Protection against Exploitation
- iv) Product
- v) Promotion

Q2) Answer the following long answer (Any 1 out of 2) :

[10]

- a) Explain the distinction between “customers” and “consumers” in the context of marketing.
- b) What is the significance of culture and sub-culture in marketing?

Q3) Answer the following long answer (Any 1 out of 2) :

[10]

- a) Enlist and explain the sales organisation structure.
- b) Discuss and explain the Momentary and non-monetary compensation.

Q4) Write short notes (Any 4 out of 6) :

[20]

- a) Information search sources.
- b) Customer Satisfaction, Customer Delight.
- c) Sales training types.
- d) Sales Managers Functions and responsibilities.
- e) Geographical sales organisation.
- f) Internal Sources of Recruitment.

