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SEAT No. :

PD-1392

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S.Y. B.B.A.

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

Time : 2½ Hours]

[Max. Marks : 50

Q1) Fill in the blanks :

[5]

1) Which of the following is a type of mass promotion?

- a) Advertisements
- b) Store environments
- c) Sales pitches
- d) Salesmanship

2) Marketing strategy begins with _____

- a) Market segmentation
- b) Targeting
- c) Outcomes assessment
- d) Objective setting
- e) Conducting a market analysis.

3) What is the first step in market segmentation?

- a) Describe each group
- b) Group customers with similar needs sets
- c) Identify needs
- d) Select an attractive segment to serve
- e) Set objectives for segmenting

P.T.O.

- 4) The product, price, communications, distribution, and services provided to the target market is referred to as the _____
- a) Need set
 - b) Marketing mix
 - c) Marketing set
 - d) Decision set
 - e) Value proposition
- 5) Consumer purchases are influenced strongly by cultural, social, personal, and _____
- a) Psychographic characteristics.
 - b) Psychological characteristics.
 - c) Psychometric characteristics.
 - d) Supply and demand characteristics.

Q2) True and False :

[5]

- 1) A subculture is a group of people with shared value systems based on common life experiences and situations.
- 2) Purchase decision is NOT one of the five stages of the buyer decision process.
- 3) Psychographics is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society.
- 4) Tracking consumers' online activity and delivering specific banner ads based on that activity is known as behavioral targeting.
- 5) The buying process can be triggered by an internal stimulus, when one of the person's normal needs-hunger, thirst, sex-rises to a level high enough to become a drive.

Q3) Match the Following :

[5]

- | | |
|-----------------|----------------------|
| 1) Apollo Tyres | a) Price |
| 2) Advertising | b) Place |
| 3) Value | c) Product |
| 4) Consumerism | d) Promotion |
| 5) Distribution | e) Consumer Movement |

Q4) Short answer questions (Attempt any 3) :

[15]

- 1) What are the types of Buying Motives?
- 2) What are the types of Consumer Decisions?
- 3) What are the Functions of a Sales organization?
- 4) What do you mean by Value added Selling?

Q5) Long answer questions (Attempt any 2 out of 4) :

[20]

- 1) What is attitude? What are the characteristics of attitude?
- 2) What are the objectives of Sales management?
- 3) What are the different types of Consumer decisions?
- 4) What are the ethical issues in Sales management?

