



**WEST BENGAL STATE UNIVERSITY**  
B.Com. Programme 5th Semester Examination, 2020, held in 2021

**FACGDSE03T-B.COM. (DSE1)**

**CONSUMER BEHAVIOUR AND CUSTOMER RELATIONSHIP MANAGEMENT**

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate full marks.  
Candidates should answer in their own words and adhere to the word limit as practicable.*

1. Answer any **five** questions from the following: 2×5 = 10
- (a) Define compensation.
  - (b) What is Consumer Decision making?
  - (c) What do you mean by information search?
  - (d) Write down two sources of product knowledge.
  - (e) Define Organizational buying behaviour.
  - (f) What is Personality?
  - (g) Define Customer Knowledge.
  - (h) What is Relationship Management?
  - (i) What is learning?
  - (j) What do you mean by Sales Force?
  - (k) What is Sales Order?
  - (l) Define Perception.
  - (m) What do you mean by Reference Group?
  - (n) Define Attitude.
  - (o) What is Pre-approach?
2. Answer any **four** questions from the following: 5×4 = 20
- (a) Distinguish between consumer and organizational buying behaviour.
  - (b) Explain the qualities of a salesman.
  - (c) Discuss the steps of personal selling.
  - (d) Enumerate the different negotiation approach.
  - (e) How compensation of a sales force is determined?
  - (f) What are the different methods of approaching a customer?
  - (g) Briefly explain different types of selling.
  - (h) How Personality affect consumer behaviour?
  - (i) Discuss the prerequisites of an effective sales process.
  - (j) Describe workload approach to determine the sales force size.
  - (k) Briefly discuss the selection techniques of a sales force.

(1) What are the different sources of Customer knowledge?

**Answer any two questions from the following**

10×2 = 20

3. Explain the model of consumer decision making.
4. Describe the method to identify a prospective customer.
5. Explain the functions of a Salesman.
6. Describe the steps of designing a formal sales training program.
7. Discuss the importance of personal selling as a career.
8. Explain the grievance handling procedure of a sales force.

**N.B. :** *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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