



**WEST BENGAL STATE UNIVERSITY**  
B.Com. Programme 5th Semester Examination, 2021-22



**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) Explain the meaning of Negotiation.
  - (d) What do you mean by 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) Define Culture.
  - (l) Define Perception.
  - (m) What do you mean by Reference Group?
  - (n) Define Attitude.
  - (o) What is Grievance?
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) Distinguish between product knowledge and customer knowledge.
  - (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 a effective sales process.
  - (j) Explain the process of determining the structure and size of a sales force.
  - (k) Briefly discuss the selection techniques of a sales force.
  - (l) How the compensation of a sales force is determined?

3. Answer any *two* questions from the following:

10×2 = 20

- (a) Explain the model of consumer decision making.
- (b) Discuss the role of reference group as a factor affecting consumer behaviour.
- (c) Explain the functions of a salesman.
- (d) How performance of a sales force is evaluated?
- (e) Discuss the importance of personal selling as a career.
- (f) 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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