

2010

CONSUMER BEHAVIOUR AND SALES
FORCE MANAGEMENT

SIXTH PAPER

Full Marks : 100

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

1. Answer any five questions (within 100 words each) : 5×5=25
- (a) Discuss the different types of sub-culture found in consumer behaviour study.
 - (b) What are the different types of Groups? How do they affect the buying behaviour?
 - (c) What are the five major activities involved in staffing a sales force?
 - (d) Differentiate between 'Value' and 'Self-perception'.
 - (e) Discuss the different varieties of sales responsibilities.

(2)

- (f) Elaborate the basic types of compensation plan.
- (g) What are the ethical issues involved in insurance marketing?
2. Answer any *three* questions (within 200 words each) : 10×3=30
- (a) Discuss why Social Class and Group Influence are important in consumer decision making.
- (b) What is meant by 'Problem Recognition'? What are the different steps to solve the problem?
- (c) What is 'Relationship Marketing'? How can personal selling help in relationship marketing?
- (d) Discuss the different components of 'Attitude'. Explain them with real-life examples.
- (e) Discuss how the unethical decisions in insurance marketing can be prevented and improved.

3. Answer any *three* questions (within 300 words each) : 15×3=45

- (a) Discuss briefly the Distributive Approach and the Decision Process Approach in consumer behaviour. Which one of them do you find to be more realistic explanation?
- (b) Discuss the three major principles in personal selling with special reference to selling of insurance product.
- (c) If you are asked to design a sales force for an insurance organisation, what major factors will you take into account and why?
- (d) What do you mean by 'Learning'? What are the different components of learning and how they are important in insurance marketing?
- (e) Distinguish between the Classical Psychological Model and the Basic Multi-attribute Model of consumer behaviour.

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