WEST BENGAL STATE UNIVERSITY

B.Com. Minor 2nd Semester Examination, 2024

BCMMIN204T-B.Com. (MINOR)

SALES MANAGEMENT/INTERNET & WWW

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.
All symbols are of usual significance.

The paper consist of *two* options SALES MANAGEMENT and INTERNET & WWW.
Candidates are required to answer any *one* option and
clearly mention it in the answer sheet.

SALES MANAGEMENT

GROUP-A

Answer any *five* questions from the following   2×5 = 10

1. Define Sales Management.

2. What is Personal selling?

3. Define Prospecting.

4. What do you mean by customer objection?

5. What is Pre-approach?

6. Define negotiation in sales.

7. What do you understand by "recruitment"?

8. Define Sales Force Management.

GROUP-B

Answer any *four* questions from the following   5×4 = 20

9. Discuss the importance of Sales management.

10. Discuss the qualities of a good salesman.

11. Discuss the sources of customer knowledge in sales management.

12. Briefly discuss the types of customer objection in sales.

13. Write a short note on "Relationship Management".

14. What are the different types of selling? Explain briefly.

GROUP-C

Answer any *two* questions from the following   10×2 = 20

15. Discuss the different types of Sales Training.

16. Discuss the steps of the personal selling process.

17. Discuss the steps of Salesman Selection.

18. What are the different methods of providing remuneration/compensation to the sales force?

OR

INTERNET & WWW

GROUP-A

1. Answer any *five* questions from the following: 2×5 = 10

    (a) What do you mean by nodes and links?

    (b) A bit string 0111101111101111110, needs to be transmitted at the data link layer. What is the string actually transmitted after bit stuffing?

    (c) What are the fundamental characteristics for effective data communication?

    (d) What is ARQ?

    (e) What is the difference between MAC address and IP address?

    (f) Explain different types of transmission modes for data flow.

GROUP-B

Answer any *five* questions from the following   8×5 = 40

2. What is network topology? Explain the different network topologies. Explain different types of switching techniques.   2+3+3

3. Compare the different sliding window protocols. Write short note on IPV4 Addressing.   4+4

4. Discuss the concept of pure ALOHA. Explain TDMA.   4+4

5. What are the responsibilities of Transport Layer? Compare the TCP and UDP.   4+4

6. Discuss in detail about world wide web. Explain the encryption and decryption methods.   4+4

7. Describe the role of a DNS on a computer network with reference to its components. Discuss the features of HTTP and also discuss how HTTP works.   4+4

8. Discuss about the structure and working of Switched Ethernet. Describe CSMA/CD protocol in Ethernet.   4+4

———×———