



WEST BENGAL STATE UNIVERSITY

B.Com. Minor 2nd Semester Examination, 2025

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

1. Answer any *five* questions from the following:

2×5 = 10

- What is Bargaining in the selling process?
- What is meant by Sales Force Recruitment?
- What is Relationship Management?
- What do you mean by Buyer Behaviour?
- Define Motivation.
- What is a Selling Approach?
- Define Salesmanship.
- What do you understand by performance evaluation of the sales force?

GROUP-B

Answer any *four* questions from the following

5×4 = 20

- Briefly discuss the nature of Sales Management in Modern Marketing.
- Discuss the methods used to determine the optimal size of the Sales force.
- Write a brief note on "Personal Selling as a Career".
- Explain the essentials of a good presentation in relation with selling.
- Briefly explain the various bargaining approaches commonly used in Personal Selling.
- Show the key differences between Personal Selling and Salesmanship.

GROUP-C

Answer any *two* questions from the following

10×2 = 20

- State various sources of Recruitment of sales force.
- Discuss the different types of customer objections in Personal Selling along with appropriate tips to handle them.
- What are the various methods used to evaluate the performance of sales personnel?
- "Success of Sales Department largely depends on the Motivation level"—Elaborate this statement.