

Bachelor of Commerce

B.Com (FYUP)

BCOS – 186: Personal Selling and Salesmanship

ASSIGNMENT

2025-2026

Valid from 1st July, 2025 to 30th June, 2026

Second Semester



School of Management Studies

Indira Gandhi National Open University

Maidan Garhi, New Delhi -110068



BACHELOR OF COMMERCE
CHOICE BASED CREDIT SYSTEM
BCOS – 186: Personal Selling and Salesmanship
ASSIGNMENT: 2025-26

Dear Students,

As explained in the Programme Guide, you have to do one Tutor Marked Assignment in this Course. The assignment has been divided into three sections. Section A Consists of long answer questions for 10 marks each, Section B consists of medium answer questions for 6 marks each and Section C consists of short answer questions for 5 marks each.

Assignment is given 30% weightage in the final assessment. To be eligible to appear in the Term-end examination, it is compulsory for you to submit the assignment as per the schedule. Before attempting the assignments, you should carefully read the instructions given in the Programme Guide.

1. Those students who are appearing in December 2025 Term End Examination they have to submit latest by in 15 October 2025.
2. Those students who are appearing in June 2026 Term End Examination they have to submit latest by in 15 March 2026.

You have to submit the assignment of all the courses to the Coordinator of your Study Centre.

TUTOR MARKED ASSIGNMENT

COURSE CODE	:	BCOS- 186
COURSE TITLE	:	PERSONAL SELLING AND SALESMANSHIP
ASSIGNMENT CODE	:	BCOS – 186/TMA/2025-26
COVERAGE	:	ALL BLOCKS

Maximum Marks: 100

Note: Attempt all the questions.

Section-A

(Attempt all the questions. Each question carries 10 marks.)

1. Do you think it is important to use selling process steps in personal selling? (10)
Discuss the various steps of selling process.
2. "A good salesman not only sells the product but also builds a relationship." (10)
Comment.
3. Discuss the role of training and motivation in enhancing salesforce effectiveness. Suggest methods that can be used to train and motivate sales personnel. (10)
4. Prepare a sales presentation for a new laptop targeted at college students. (10)
Include sales techniques, key benefits, and objection-handling strategies.
5. Assume a situation where you are introducing an eco-friendly cleaning product in a semi-urban market. How would you use personal selling to educate and convince customers? (10)

Section-B

(Attempt all the questions. Each question carries 6 marks.)

6. Discuss the various ethical issues involved in personal selling. (6)
7. Explain the importance of buying motives in personal selling. (6)
8. Explain the role of cultural and personal factors in influencing a buyer's behaviour. (6)
9. Discuss why a college graduate should choose Sales as a starting point of his/ her professional career. (6)
10. Is interpersonal skill same as communication skills? How are they different from each other? (6)

Section-C

(Attempt all the questions. Each question carries 5 marks.)

- 11. Write short note on following: (5x2)**
- a)** Cash Memo
 - b)** Trial closes unit
- 12. Distinguish between the following: (5x2)**
- a)** Wholesaler and Retailer
 - b)** Selling & Marketing