

Bachelor of Commerce

B.Com

CHOICE BASED CREDIT SYSTEM

**BCOS – 186: PERSONAL SELLING AND
SALESMANSHIP**

ASSIGNMENT

2021-2022

Sixth 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: 2021-22

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 June 2022 exams. They have to submit the same latest by 15th March 2022.
2. Those students who are appearing in December 2022 Term End Examination they have to submit latest by in 15th October 2022.

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/2021-22
COVERAGE	:	ALL BLOCKS

Maximum Marks: 100

Note: Attempt all the questions.

Section – A

- Q-1** Define personal selling and discuss its advantages and disadvantages. **(10)**
- Q-2** What do you understand by buying motives? What are the various types of buying motives? **(10)**
- Q-3** Explain with examples the application of Ethics in selling. **(10)**
- Q-4** Discuss in brief the steps of sales process. **(10)**
- Q-5** What are the relevant theories of sales force motivation? Discuss them. **(10)**

Section – B

- Q.6** Discuss in brief the communication skills of a salesperson. **(6)**
- Q.7** Explain the tools and techniques used for sales presentation and demonstration. **(6)**
- Q.8** What do you mean by sales manual? State its benefits. **(6)**
- Q.9** Describe the changing role of sales people. **(6)**
- Q.10** What are the various types of salesperson? **(6)**

Section – C

- Q.11** Write short notes on: **(5+5)**
a. Motivation
b. Trial close
- Q.12** Distinguish between: **(5+5)**
a. Buyer and consumer
b. Publicity and advertisement