

Bachelor of Commerce

B.Com

CHOICE BASED CREDIT SYSTEM

BCOS – 186: Personal Selling and Salesmanship

ASSIGNMENT

2022-2023

Valid from 1st January 2023 to 31st December 2023

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: 2022-23**

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 2023 Term End Examination they have to submit latest by in 15 March 2023.
2. Those students who are appearing in December 2023 exams. They should download the new assignment and submit the same latest by 15 October 2023.

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/2022-23
COVERAGE	:	ALL BLOCKS

Maximum Marks: 100

Note: Attempt all the questions.

Section – A

- 1) What are the various steps of sales process in personal selling. Discuss them in detail. (10)
- 2) State the various qualities required by the salesman to become a successful salesman. (10)
- 3) Write explanatory note on buying motives of the customers. (10)
- 4) What do you understand by personal selling? Explain importance of person selling in modern marketing. (10)
- 5) Discuss in detail certain conditions that favour personal selling. (10)

Section – B

- 6) What steps sales manager can take to avoid puffery and misrepresentation in selling. (6)
- 7) What do you understand by creative salesmanship ? Explain the Characteristics of Creative Selling. (6)
- 8) “The salespersons’ motivation directly impacts his sales performance and his ability to achieve sales targets.” Comment. (6)
- 9) Explain the significance of ‘trial close’ in closing the sale with suitable examples. (6)
- 10) What are the primary and secondary responsibilities of a Sales professional? (6)

Section – C

- 11) Write short notes on: (10)
 - (a) Digital Marketing
 - (b) Tour diary
- 12) Distinguish between: (10)
 - (a) Door-in-the-Face Technique and Foot-in-the-door Technique
 - (b) Organization Skills and Persuading Skills