

Bachelor of Commerce

B.Com

CHOICE BASED CREDIT SYSTEM

BCOS – 186: Personal Selling and Salesmanship

ASSIGNMENT

2023-2024

Valid from 1st January 2024 to 31st December 2024

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: 2023-24**

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 2024 Term End Examination they have to submit latest by in 15 March 2024.
2. Those students who are appearing in December 2024 exams. They should download the new assignment and submit the same latest by 15 October 2024.

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/2023-24
COVERAGE	:	ALL BLOCKS

Maximum Marks: 100

Note: Attempt all the questions.

Section – A

- Q. 1** Define sales process. What are the steps involved in the sales process? (10)
Discuss.
- Q. 2** What are the different closing techniques that can be used by a salesperson to (10)
close the sales? Explain any three which according to you are most effective
in B2B selling.
- Q. 3** Watch a sales presentation online or in person, evaluate the salesperson's (10)
engagement, product communication, objection handling, and closing skills.
Provide constructive feedback on strengths and suggest improvements.
- Q. 4** Suggest why would the use of personal selling be more appropriate for (10)
selling the following products:
(i) Ultrasound machines
(ii) Customized business software
- Q. 5** Imagine you discover that a competitor is providing inaccurate information (10)
about their product to potential clients. Describe a specific ethical strategy
you would employ to address this situation while maintaining the integrity of
your own sales approach.

Section – B

- Q. 6** Draw the format of Sales Work Plan Report, Expense Report and explain the (6)
meaning along with the examples.
- Q. 7** How income expectations influence a buyer's behavior. Illustrate with the (6)

help of an example.

- Q. 8** Describe the steps the sales manager must undertake to arrange training for the company's sales force. (6)
- Q. 9** "Listening skill is the most important skill required to become a successful salesperson". Explain. (6)
- Q.10** Discuss why a college graduate should choose Sales as a starting point of his/her professional career. (6)

Section – C

- Q.11 Write short notes on the following:** (5×2)
- (a) Evolution of sales management
 - (b) Buying motives
- Q.12 Differentiate between the following:** (5×2)
- (a) Creative salesmanship and competitive salesmanship
 - (b) Selling and marketing