

Bachelor of Commerce (General)

B.ComG

CHOICE BASED CREDIT SYSTEM

BCOS – 186: Personal Selling and Salesmanship

ASSIGNMENT

2025

Valid from 1st January 2025 to 31st December 2025

Sixth Semester



School of Management Studies

Indira Gandhi National Open University

Maidan Garhi, New Delhi -110068



BACHELOR OF COMMERCE (GENERAL)
CHOICE BASED CREDIT SYSTEM
BCOS – 186: Personal Selling and Salesmanship
ASSIGNMENT: 2025

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 2025 exams. They have to submit the same latest by 15th March 2026.
2. Those students who are appearing in December 2025 Term End Examination they have to submit latest by in 15th October 2025.

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
COVERAGE	:	ALL BLOCKS

Maximum Marks: 100

Note: Attempt all the questions.

Section – A

- Q. 1** What do you understand by sales management? Describe the importance of sales management in the organization. **(10)**
- Q. 2** Explain the various financial and non- financial techniques of motivation. **(10)**
- Q. 3** What are prospect objections? Explain how a salesperson can handle the objections of a prospect. **(10)**
- Q. 4** What is the meaning of concluding the sale? Why it is said that no matter how good the sales presentation was a salesperson cannot be hundred percent sure of closing the sales. **(10)**
- Q. 5** What are organization skills? Why they are important for a salesperson? Suggest some ways to enhance the organization skill of a salesperson. **(10)**

Section – B

- Q. 6** How would you describe a good salesman? What qualities he must possess? **(6)**
- Q. 7** What strategies can be used by a salesperson to make its sales presentation and demonstration effective and efficient? **(6)**
- Q. 8** Explain the essentials of an effective Sales Manual. **(6)**
- Q. 9** Discuss the changing role of a sales professional in light of increasing digital marketing. **(6)**
- Q.10** Examine the sources of recruitment for the sales force of an organization. **(6)**

Section – C

- Q.11 Write short notes on the following:** **(5×2)**
- a) Process of Personal Selling
 - b) Ethical selling
- Q.12 Differentiate between the following:** **(5×2)**
- a) Rational And Patronage Buying Motives
 - b) Buyer and Consumer