

**Bachelor of Business Administration
(BBA)**

**ASSIGNMENTS
2026**

[Valid from 1st January, 2026 to 30th December, 2026]

Sixth Semester



**School of Management Studies
Indira Gandhi National Open University
Maidan Garhi, New Delhi -110 068**



Bachelor of Business Administration

(BBA)

ASSIGNMENTS – 2026

Dear Students,

As explained in the Programme Guide, you have to do one Tutor Marked Assignment in each course.

We are sending the assignments for **BMP-003, BMP-004, BMP-005, BCOS-185 and BCOS-186** together.

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 assignments 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 2026 Term End Exam, they have to submit the assignments latest by 15th March 2026.
2. Those students who are appearing in December 2026 Term end exams, they should submit the assignments latest by 15th October 2026.

You have to submit the assignments 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/2026
COVERAGE	:	ALL BLOCKS

Maximum Marks: 100

Note: Attempt all the questions.

Section – A

- Q. 1** Discuss how personal selling differs from other elements of the promotion mix and illustrate your answer with suitable organisational examples. **(10)**
- Q. 2** Describe the personal selling process in detail. Explain each step of the process and analyse how an effective salesperson can adapt to these steps while selling an industrial product or a service. **(10)**
- Q. 3** Discuss the qualities and skills required for an effective salesperson. Examine how these qualities contribute to long-term customer relationship building, citing relevant business situations. **(10)**
- Q. 4** Explain the role of sales management in achieving organisational objectives. Analyse the responsibilities of a sales manager in planning, organising, directing, and controlling the sales force with suitable illustrations. **(10)**
- Q. 5** A company dealing in consumer durables is facing declining sales due to increased competition. Examine how sales force motivation and compensation plans can be redesigned to improve sales performance. Support your answer with practical examples. **(10)**

Section – B

- Q. 6** Explain the concept of sales forecasting. Discuss any two methods of sales forecasting. **(6)**
- Q. 7** Describe the process of recruiting and selecting a sales force. **(6)**
- Q. 8** Distinguish between selling and marketing. Explain the relevance of both concepts in the context of personal selling with suitable examples. **(6)**
- Q. 9** Discuss the methods of sales training and their relevance in improving the effectiveness of new and existing sales personnel. **(6)**
- Q.10** A salesperson is unable to close sales despite generating customer interest. Analyse the possible reasons and explain the techniques that can be used to overcome objections and close the sale. **(6)**

Section – C

- Q.11 Write short notes on the following:** **(5×2)**
- a) Role of sales ethics
 - b) Customer relationship management in selling
- Q.12 Differentiate between the following:** **(5×2)**
- a) Personal selling and advertising
 - b) Sales quota and sales target