

Bachelor of Commerce (General)

B.ComG

CHOICE BASED CREDIT SYSTEM

BCOS – 186: Personal Selling and Salesmanship

ASSIGNMENT

2026

Valid from 1st January 2026 to 31st December 2026

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
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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 five questions for 10 marks each, Section B consists of five questions for 6 marks each and Section C consists of two questions for 10 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 2026 exams. They have to submit the same latest by 15th March 2026.
2. Those students who are appearing in December 2026 Term End Examination they have to submit latest by in 15th October 2026.

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/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