

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