

BCOS-186: Personal Selling and Salesmanship

Course Code	BCOS-186
Course Title / Subject	Personal Selling and Salesmanship
Programme	B.Com CBCS
Medium	English Medium
Marks	100
Assignment Type	Tutor Marked Assignment

This reference solution is written in simple academic language for guided study.

Official Assignment / Syllabus Page

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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

Solved Answers

Answer 1: What do you understand by sales management? Describe the importance of sales management in the organization. (ignoucollage.in)

About 250 words

The study and understanding of **what do you understand by sales management? describe the importance of sales** represents a core analytical dimension within the subject. In academic inquiry, examining this topic involves analyzing its underlying principles, structural features, and functional mechanisms. A comprehensive perspective requires looking beyond surface definitions to understand how established theories and empirical observations interact to explain observable outcomes. By establishing clear definitions and contextual parameters, scholars and students can interpret relevant data accurately.

A systematic investigation into **what do you understand by sales management? describe the importance of sales** reveals several vital characteristics and operational methods. First, it functions according to structured rules and standardized criteria that ensure consistency across varying scenarios. Second, it highlights the interdependence between foundational concepts and real-world execution, ensuring that theoretical frameworks directly support practical diagnosis and assessment. Third, careful classification of its components enables researchers to organize information logically, identify key variables, and apply systematic problem-solving steps.

In applied contexts and practical scenarios—particularly within the institutional, socioeconomic, and environmental context of India—the relevance of **what do you understand by sales management? describe the importance of sales** becomes readily apparent. Public administration, educational institutions, corporate governance, and scientific research laboratories rely heavily on these foundational principles to address complex practical challenges. For example, implementing systematic standards and evidence-based methodologies allows organizations and decision-makers to optimize resources, enhance productivity, and achieve sustainable developmental goals.

In summary, a thorough mastery of **what do you understand by sales management? describe the importance of sales** is essential for achieving complete conceptual clarity in this field. By synthesizing core theoretical frameworks with rigorous analytical classifications and real-world applications, learners develop a robust capacity for independent critical evaluation. This comprehensive approach provides the necessary groundwork for both high-level academic achievement and advanced professional practice.

Answer 2: Explain the various financial and non- financial techniques of motivation. (ignoucollage.in)

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Answer 3: What are prospect objections? Explain how a salesperson can handle the objections of a prospect. (ignoucollage.in)

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The study and understanding of **prospect objections? explain how a salesperson can handle the objections of a** represents a core analytical dimension within the subject. In academic inquiry, examining this topic involves analyzing its underlying principles, structural features, and functional mechanisms. A comprehensive perspective requires looking beyond surface definitions to understand how established theories and empirical observations interact to explain observable outcomes. By establishing clear definitions and contextual parameters, scholars and students can interpret relevant data accurately.

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Answer 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. (ignoucollage.in)

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The study and understanding of **meaning of concluding the sale? why it is said that no matter** represents a core analytical dimension within the subject. In academic inquiry, examining this topic involves analyzing its underlying principles, structural features, and functional mechanisms. A comprehensive perspective requires looking beyond surface definitions to understand how established theories and empirical observations interact to explain observable outcomes. By establishing clear definitions and contextual parameters, scholars and students can interpret relevant data accurately.

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Answer 5: What are organization skills? Why they are important for a salesperson? Suggest some ways to enhance the organization skill of a salesperson. Section – B (ignoucollage.in)

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The study and understanding of **organization skills? why they are important for a salesperson? suggest some ways** represents a core analytical dimension within the subject. In academic inquiry, examining this topic involves analyzing its underlying principles, structural features, and functional mechanisms. A comprehensive perspective requires looking beyond surface definitions to understand how established theories and empirical observations interact to explain observable outcomes. By establishing clear definitions and contextual parameters, scholars and students can interpret relevant data accurately.

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Answer 6: How would you describe a good salesman? What qualities he must possess? (6) (ignoucollage.in)

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Answer 7: What strategies can be used by a salesperson to make its sales presentation and demonstration effective and efficient? (ignoucollage.in)

About 250 words

The study and understanding of **what strategies can be used by a salesperson to make its sales** represents a core analytical dimension within the subject. In academic inquiry, examining this topic involves analyzing its underlying principles, structural features, and functional mechanisms. A comprehensive perspective requires looking beyond surface definitions to understand how established theories and empirical observations interact to explain observable outcomes. By establishing clear definitions and contextual parameters, scholars and students can interpret relevant data accurately.

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Answer 8: Explain the essentials of an effective Sales Manual. (6) (ignoucollage.in)

About 250 words

The study and understanding of **essentials of an effective sales manual. (6)** represents a core analytical dimension within the subject. In academic inquiry, examining this topic involves analyzing its underlying principles, structural features, and functional mechanisms. A comprehensive perspective requires looking beyond surface definitions to understand how established theories and empirical observations interact to explain observable outcomes. By establishing clear definitions and contextual parameters, scholars and students can interpret relevant data accurately.

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Answer 9: Discuss the changing role of a sales professional in light of increasing digital marketing. (6) (ignoucollage.in)

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Answer 10: Examine the sources of recruitment for the sales force of an organization. (6) Section – C (ignoucollage.in)

About 250 words

The study and understanding of **sources of recruitment for the sales force of an organization. (6) section** represents a core analytical dimension within the subject. In academic inquiry, examining this topic involves analyzing its underlying principles, structural features, and functional mechanisms. A comprehensive perspective requires looking beyond surface definitions to understand how established theories and empirical observations interact to explain observable outcomes. By establishing clear definitions and contextual parameters, scholars and students can interpret relevant data accurately.

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