TUTOR MARKED ASSIGNMENT

COURSE CODE	**:**	**BCOS- 186**
COURSE TITLE	**:**	**PERSONAL SELLING AND SALESMANSHIP**
ASSIGNMENT CODE	**:**	**BCOS – 186/TMA/2026-27**
COVERAGE	**:**	**ALL BLOCKS**

Maximum Marks: 100

Note: Attempt all the questions.

Section-A
(Attempt all the questions. Each question carries 10 marks.)

1. Why is understanding of customer behaviour important for a salesperson? Discuss with examples. **(10)**

2. State the role of motivation in personal selling. Explain Maslow's theory of motivation for motivating the salesperson with examples. **(10)**

3. "Salespeople work in a variety of selling situations." In light of the statement, describe various types of selling situations with suitable examples. **(10)**

4. Due to intense competition in the consumer durables market, a company has witnessed a steady drop in its sales revenue. Discuss how redesigning employee motivation programs and sales compensation plans can improve the effectiveness and productivity of the sales force. Support your discussion with practical examples. **(10)**

5. Effective selling involves more than just closing a sale. Analyze the essential attributes and competencies of a successful salesperson and assess their significance in creating enduring customer relationships. Use real-world business situations to support your discussion. **(10)**

Section-B
(Attempt all the questions. Each question carries 6 marks.)

6. Discuss various motivational techniques that are used by a company to motivate its salespersons. **(6)**

7. Describe ethical and legal issues in selling with suitable examples. **(6)**

8. 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)**

9. Describe the various techniques of handling the queries or objections during a sales presentation. Explain with the help of examples. **(6)**

10. Explain the objectives and relevance of preparing sales reports and documents in personal selling. **(6)**

Section-C

(Attempt all the questions. Each question carries 5 marks.)

11. Write short note on following: **(5x2)**

a) Organisational skills of a salesperson

b) Steps involved in sales presentation and demonstration

12. Distinguish between the following: **(5x2)**

a) Interpersonal Skills vs. Organisational Skills

b) Buyer and consumer with suitable examples

1. Why is understanding of customer behaviour important for a salesperson? Discuss with examples. (10)

Answer

Understanding customer behaviour means learning how and why people recognise needs, search for information, compare products, decide to buy and react after a purchase. For a salesperson, this knowledge is essential because personal selling is a two-way process. The same product may satisfy different needs for different customers, and a prepared speech cannot replace understanding the buyer.

(1) Identifying the real need. A buyer's stated request may not reveal the actual problem. Someone asking for an inexpensive refrigerator might be concerned mainly about the electricity bill. By asking about family size, storage needs and usage, the salesperson can recommend an appropriately sized, energy-efficient model instead of merely showing the cheapest one. Such advice improves the customer's decision and reduces unsuitable sales.

(2) Understanding buying motives. Buying motives may be rational, such as price, quality, safety and durability, or emotional, such as status, comfort, security and affection. A parent purchasing a child's bicycle may value safety more than fashionable colours, whereas a college student may give greater importance to design and portability. The salesperson should explain benefits that match the dominant motive rather than exaggerate unrelated features.

(3) Recognising stages of the buying decision. A person who is only exploring options needs information and comparison; someone ready to purchase needs reassurance about delivery, payment and service. For example, during a laptop demonstration, one customer may first require an explanation of processor speed, while another may only want confirmation of warranty terms. Responding to the correct stage saves time and increases the chance of an appropriate sale.

(4) Appreciating personal and social influences. Age, occupation, income, lifestyle, family roles, reference groups and culture affect preferences. A working professional may want a reliable phone battery, while a photography enthusiast prioritises camera features. A salesperson who understands that a family