ASSIGNMENT

Course Code	**:**	**MMPM-002**
Course Title	**:**	**SALES MANAGEMENT**
Assignment Code	**:**	**MMPM-002/TMA/JULY/2026**
Coverage	**:**	**All Blocks**

Note: Attempt all the questions and submit this assignment to the Coordinator of your study centre. Last date of submission for July 2026 Semester is 31st October 2026 and for January 2027 Semester is 30th April 2027.

1. What are the various theories of personnel selling? Compare and contrast them with the help of suitable examples?

2. How telecommunication is different from face–to–face communication? Which of this form of communication is better? Explain with suitable example and justify?

3. Describe the importance of sales control and sales force evaluation? What are the different reports generated to monito the sales force?

4. What are the essential components of a Compensation package? Why is it necessary to have adequate compensation for the company sales force?

5. Write short notes on the following
    a) Non-financial incentives
    b) Sales Coaching
    c) Monopolistic Competition

1. What are the various theories of personnel selling? Compare and contrast them with the help of suitable examples?

Answer

Personal selling is not only a matter of speaking well or giving information about a product. A salesperson tries to understand how a prospect thinks, what creates interest, what removes hesitation and what finally produces a buying response. Different selling theories explain this process from different angles. The four commonly discussed theories are AIDAS theory, the Right Set of Circumstances theory, the Buying Formula theory and the Behavioural Equation theory. The first two are more seller-oriented and developed mainly from practical selling experience, while the latter two give greater importance to the buyer's mental process and behavioural factors.

AIDAS theory

AIDAS stands for Attention, Interest, Desire, Action and Satisfaction. The theory assumes that a prospect normally passes through these stages during a successful sales presentation. The salesperson should therefore plan the presentation so that each stage is handled in a logical manner.

First, attention has to be secured. This may be done through a relevant opening, an interesting question, a demonstration or a fact connected with the customer's problem. After attention is obtained, the salesperson develops interest by relating product features to the prospect's needs. Interest is then converted into desire by showing the benefits and value that the prospect can expect. At the action stage, the salesperson asks for the order or makes it easy for the buyer to take the final step. Satisfaction is equally important because a satisfied customer is more likely to repeat the purchase and recommend the seller to others.

For example, while selling a water purifier, the salesperson may first draw attention to the quality of local drinking water, then explain the purification stages, show how the system reduces health risk and maintenance effort, ask the customer to choose a suitable model, and finally ensure proper installation and after-sales support. AIDAS is easy to understand and useful for planning presentations, but real buyers do not always move through the stages in a neat fixed order.