

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA
PGDM / PGDM (M) / PGDM (SM)
FOURTH TRIMESTER (Batch 2020-22)
END TERM EXAMINATIONS, OCTOBER, 2021

Course Name	Sales Management and Business Development (SMBD)	Course Code	MKT-401
Max. Time	2 hours	Max. Marks	40 MM

INSTRUCTIONS:

- a. Please read the questions carefully before answering.
- b. All questions are compulsory and carry equal marks.

Q1. Hostel stays is a fairly new segment in the hospitality industry, and has seen rapid growth in India. In the past decade or so, hostels have gained popularity in India not only because they offer pocket-friendly stays but also due to the opportunity they provide to socialize with fellow travelers, engage with each other through workshops and indulge in various group activities. So, people—strangers rather—end up bonding over cooking, eating together in community kitchens, singing, dancing, trekking, exploring new places or simply reading in each other's company.

In the above context, assume yourself as a salesperson for MakeMyTrip. Write your sales pitch narrative for selling Hostel stay in Delhi to Mr. Divyanshu who is an IT software developer by profession.

(10 Marks)

Q2. Businesses have never hired as many people or spent as much money on the hiring process as they do today. But, they are doing a terrible job at hiring and retaining the right people. In fact, a recent research found the average attrition rate for sales reps is historically low at just 16%. The study also found that it takes sales reps an entire year to reach full productivity.

According to you, what are the common qualities which should be looked in young sales professionals when they begin their career? How Human Job Assessment and Profile Job Assessment can make the hiring better.

(10 Marks)

Q3. Discuss the prospecting methods which you would follow for sales of following product/service categories

- a. Coaching centre for IIT preparation
- b. New insurance company
- c. New software development company
- d. A toy manufacturer intending to appoint dealers

(2.5x4 = 10 Marks)

Q4. Home grown food brand Veeba has launched a new health food drink (HFD) brand for kids – Provee. Built on the feedback from young Indian mothers and with 21 essential nutrients at its core, Provee aims to offer wholesome nutrition to kids that support an active mind, better immunity and

complete growth for growing children. Provee's formula includes plant-based protein and is made with jaggery and has no added maltodextrin, artificial flavours, and colours which are common ingredients in several available options in the market. With Provee, Veeba aims to bring the Indian superfoods to mainstream.

As per a market research report, the demand for high-protein, high-fibre, all-natural kids HFD is soaring since young mothers are concerned about adulterants and want wholesome and best nutrition for their children. With starting price of Rs 109, Provee is available in 2 variants – Choco Malt (200g & 500g), Ragi Badam (200g) and is available across Delhi/NCR, Kolkata and Karnataka. Veeba has earlier made a lot of strides in the 'better-for-you' market with its latest product offerings and innovations like 'Earthmade Organix'. It is one of the very few brands to offer a 'certified' range of organic hummus. To begin with, the products were made available in the three markets– Delhi NCR, Kolkata and Karnataka. To start with, the company focus is in the northern, eastern & southern zones. As a Zonal Sales Manager for northern zone:

- a) Suggest a suitable technique of making the forecast for its brand Provee in the HFD category with clear justification.
 - b) Elaborate on the various 'routing' shapes of territories and the type that you would prefer for your zone.
- (5+5=10 Marks)