

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA
PGDM / PGDM (M) / PGDM (SM)
THIRD TRIMESTER (Batch 2021-23)
ENDTERM EXAMINATION, April 2022

Course Name	Sales Management & Business Development	Course Code	MKT-20103
Max. Time	2 hours	Max. Marks	40 MM

INSTRUCTIONS:

a. All questions are compulsory

Q1. Recommend a suitable organizational structure within the sales department for the following firms
(5 x 2 = 10)

a) A textile machinery manufacturing company diversifying into a consumer durable product, such as a uniquely designed table fan that can be used by household consumers and commercial firms initially in western India.

b) A business unit of a large company selling air-conditioning and refrigeration products to households, cold storages and factories, commercial establishments like hotels, theatres, hospitals, and government organizations all over the nation, with wide range of products, such as room-air conditioners, central air-conditioning plants, water-coolers, refrigerators, and cold storage plants.

Q2. The table below shows the demand for a new BRUT aftershave in a shop for each of the last 7 months.

Months	Demand (Units)
January, 2022	29
February, 2022	33
March, 2022	33
April, 2022	39
May, 2022	41
June, 2022	43
July, 2022	49
August, 2022	??

Evaluate two-month moving average for month number two to seven (Feb to July). What would be your forecast for the demand in month of August ? **(10)**

Q3. As per recent data of companies, sales of chicken and eggs have halved over the last few weeks, driven down largely by Navratri, Ramadaan and Lent. BS Yadav, managing director of Godrej Agrovet, a compound animal feed company, told that this has led to a 50% drop in consumption ie to 35-40 million birds a week, while prices have dropped by 70%. According to Yadav, the company's poultry arm, Godrej Tyson Foods, too, has taken a hit in term of earning from its chicken business has fallen by 10-11% during the period. Godrej Tyson Foods is a joint

venture between Godrej Agrovet and Tyson Foods-USA. It sells 600,000 fresh and frozen chicken every week. "We see a short-term challenge due to the fasting season which has led to a drop in consumption of chicken in the country," Nadir Godrej, chairman of Godrej Agrovet, said, referring to Godrej Tyson Foods.

In the above context, assume yourself as a salesperson of Godrej Agrovet. Build your sales pitch narrative with Mr. Manish, Head Procurement, KFC India for a business deal. (10)

Q4. A couple of weeks back, Realme, a mobile phone brand, confirmed the launch of the Realme GT 2 Pro flagship phone in India. The device comes with a 6.7-inch 2K AMOLED screen and is powered by 8th generation Snapdragon. It is available with up to 12GB of RAM and power from the 5000mAh battery with support of 65W fast charger. In terms of camera, it offers a triple-camera setup on the back with a 50MP Sony IMX766 primary sensor, a 50MP 150-degree ultrawide camera and a 2MP microscope camera sensor. Consumer gets a 32MP front camera on the front for selfies. The Realme GT 2 Pro starts at Rs 63,000 globally and in India, expected price is around Rs 60,000.

The sales pitch is more effective when accompanied by the FAB approach. You are required to illustrate the FAB from the above data for Realme GT 2 Pro, assuming you are going to pitch in front of a businessperson from non-technical background. Include theoretical concept of FAB in your discussions, wherever required. (10)