

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

PGDM / PGDM (M) / PGDM (SM)

THIRD TRIMESTER (Batch 2022-24)

END TERM EXAMINATION, APRIL 2023

Course Name	Sales Management and Business Development (SMBD)	Course Code	20103
Max. Time	2 hours	Max. Marks	40 MM

INSTRUCTIONS:

- All questions are compulsory
- Write to the point and be specific to the context of the question asked.

Q1. You are a sales officer for a software development company in India. You are negotiating with a potential customer, a small business owner, to provide custom software solutions. The customer's budget is limited, and they have offered a maximum price of Rs. 1,25,000 for the project. You have estimated that the project will cost Rs. 1,00,000 to complete. Using a negotiation approach of your choice:

(7+8=15 Marks)

- Analyze** the potential area of agreement between the sales representative and the small business owner.
- Synthesize** a potential solution by suggesting negotiation techniques with clear and persuasive reasoning.

Q2. Poori in Delhi, but luchi in Kolkata. Food preference in India is much localized and that's something that fast-moving consumer goods (FMCG) players are trying to tap into driving hyper-localization. Tata Consumer Products Limited recently unveiled its range of premium street chai, stocking up retail shelves with four local tea variants from Kolkata, Mumbai, Delhi and Hyderabad. Britannia is trying out new varieties of bread and has curated Missi bread range for Punjab and Delhi NCR region while its Ramzani bread offering caters to UP during Ramzan. MakeMyDay, is an upcoming FMCG company in north India which is contemplating expansion in the confectionary and beverage sector. It would like to capitalize on this trend and launch its brands in the bread and tea segment across Pan-India. You, as Sales Manager, is responsible to create a team to cater to several verticals like general retail-outlets, malls, canteens and bakery segments. **(5+5= 10 marks)**

- Analyzing the opportunities in the national market. **suggest** a suitable organization structure for a proper market coverage with proper justification.
- Design** an appropriate reward system both financial and non-financial for the new recruits to motivate them?

Q3. You are a Sales Officer for a multinational company that sells high-end sports cars in India. Your company contemplates to launch a new model in India that has received rave reviews from car enthusiasts and industry experts in the West. The target market for this new model is affluent individuals and families who are passionate about luxury cars, have a taste for high-performance vehicles but are environment conscious consumers. Your task is to sell this new model to these potential customers in India. However, the market for this niche promises to be highly competitive, with several other luxury car brands vying for the same target market. Moreover, India is a diverse country with varied cultures and traditions, and your sales approach needs to be sensitive to these factors. To achieve your sales target, you need to follow a well-defined sales strategy. **(8+7=15 marks)**

- As a sales officer, **explain** how you would approach the sales process to sell the new sports car model in India?
- Suggest** a suitable technique of making the forecast for its new model in the Electric Sports Car segment, with clear justification.