

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. Tribe Amrapali is an Indian jewelry brand that specializes in creating handcrafted jewelry using eco-friendly materials and techniques. The brand was founded in 2018 as a collaboration between the Indian jewelry brand Amrapali and Tribe by Amrapali, which is a sustainable fashion and lifestyle brand. The jewelry created by Tribe Amrapali is made from materials such as recycled silver, brass, and copper, and is crafted using traditional jewelry-making techniques that have been passed down through generations. The brand works with local artisans in India, who use their skills to create unique and sustainable pieces of jewelry. In addition to using sustainable materials and techniques, Tribe Amrapali also prioritizes fair trade practices and ethical production processes. The brand works to empower its artisans and ensure that they are paid fairly for their work, and it also supports various social initiatives aimed at improving the lives of marginalized communities in India. Tribe Amrapali offers a range of jewelry options, including earrings, necklaces, bracelets, and rings. The brand's pieces are often inspired by traditional Indian jewelry designs, but with a modern and sustainable twist. The brand also offers customized jewelry options, allowing customers to create unique pieces that are tailored to their specific preferences and style. Overall, Tribe Amrapali is a unique and innovative Indian jewelry brand that is committed to sustainable and ethical practices. The brand's use of eco-friendly materials, traditional jewelry-making techniques, and fair trade practices make it a great option for consumers looking to make socially responsible purchases.

You are the sales executive for Tribe Amrapali. The company's product team has recently developed a new line of eco-friendly jewelry made from sustainable materials. The new line of jewelry is designed to appeal to environmentally conscious consumers who want to make a positive impact on the planet while also looking stylish and fashionable. The company has invested a significant amount of resources in the development of this new line of jewelry and is counting on you to achieve sales targets. The challenge is to market this new line of eco-friendly jewelry effectively and differentiate it from other conventional jewelry options in the market. (7+8= 15 marks)

- Analyze** the eco-friendly jewelry line made from sustainable materials using FAB/ SPIN/ SPANCO technique and explain how it can help customers make an informed purchase decision.
- Create** a persuasive sales pitch script for the eco-friendly jewelry line that showcases its quality and beauty. Justify your pitch with concrete examples of how the jewelry can add value to the customer's life and meet their specific needs and preferences.

Q2. ABC Corporation is planning to launch a new line of laptops in the Indian market. The sales team has collected historical sales data for a similar product, and wants to forecast sales for the new product line using the naive method and exponential smoothing method. The sales data is as follows:

Month	Sales
Jan-22	800
Feb-22	900
Mar-22	1000
Apr-22	1200
May-22	1100
Jun-22	1300
Jul-22	1400
Aug-22	1500
Sep-22	1600
Oct-22	1700
Nov-22	1800
Dec-22	1900

- A. Using the naive method, **forecast** sales for the new laptop line for the next three months.
- B. Using the exponential smoothing method with $\alpha = 0.3$, **forecast** sales for the new laptop line for the next three months.
- C. **Compare** the forecasted sales for the next three months using the two methods and suggest which method would be more appropriate for forecasting sales for the new laptop line.

(5+5+5=15 Marks)

Q3. With an aim to solve the issues such as deforestation and stubble burning, Indowud has come up with an alternative to produce furniture which looks like wooden but is made with the use of stubble, which is a huge reason for pollution in the national capital Delhi. Speaking about the journey of Indowud BL Bengani, Chairman, Indowud said that It took three years of research and development and numerous trial attempts which eventually paid off. He successfully came up with his proprietary technology to manufacture what is a first of its kind Natural Fibre Composite Board. Bengani said that in 2016, he sold his stake at Uniply Industries Limited when it was at the peak of performance and began the path to find alternatives to wood-based plywood. He divested all his stakes as he wanted to come up with something new. Inspired by the pollution in the Northern India due to stubble burning, he decided to use the 'parali' to make an alternate of plywood. "Plywood had its own disadvantages so I thought why not make a mock plywood, without chopping down trees and also which could address the demerits of plywood," he said. Immediately after divesting Uniply, he spent time travelling all over the world, meeting plywood manufacturers and distributors in Europe, South - East Asia, USA to research about the market in this new category. Months of planning, crores of investment in customized equipment, lots of hard work and some luck was what he needed to come up with an engineered solution, inspired by nature. "It looks, feels and performs like natural timber and plywood, and it is a new generation panel Product," he said. Indowud's production capacity is 5,000 tonnes to produce about two lakh sheets leading to a saving of about 10,000 cubic meters of natural wood annually. "While we procure raw materials from the farmers directly who produce rice and are left with husk and agri residues. Not just the farmers, we support craftsmen as well. Indowud NFC, due to its characteristics offers designing freedom and application freedom. Such opportunities were earlier restricted and limited. Craftsmen, Thermoformers or CNC routing experts, the free hand to explore any possibility in designing is only available with Indowud NFC. Besides this, we closely work with our suppliers, dealers and architects who support sustainable building materials or anybody who is looking at solution from termite infestation and water seepage," Bengani said. Speaking about the challenges, he said that with Innovation, comes challenges. The first challenge was how to use the abundantly available rice husk and resin to create a mock plywood. This was just an idea, in visualization only. The aim was to create a mock plywood without using any form of wood. It must have similar density, performance and far better features surpassing plywood. "We invested all money

in research and development. There was no other company making this kind of material and so, there was no reference point at all. We made the plant and machinery along with an engineer as there it was not available in the market, there were no BIS Standards or even an existing material which could help us in our journey of creating something that he had only visualized," he said. "The trials began and we had pinned all his hope on this material – A board that was an alternate to plywood, sustainable, ecofriendly with better density, features and shelf life. After many failures we cracked the formula to make the board," he added. He said that the next challenge was to brand it, create a category (These boards didn't fit into any of the category that existed in the building materials), create a name and make it available to the entire nation, market it and reach out to the end consumer. With the support of dealers, craftsmen and architects fraternity, Indowud NFC has national presence and now even the architects are getting aware about this material. We are expanding to other sectors and other countries as well. Indowudnfc is available in 8 feet by 4 feet in various thicknesses, just like plywood. Besides this, we offer CNC routing and thermoforming for specific designs on Indowud NFC. We have recently ventured into adhesive, NFC-GLU - an all in one, zero VOC. We have also diversified our products in terms of doors, doorjamb, trims and more, he said. Bengani believes that so far he has learnt to give back to the community. Imagine you are the sales manager for this company and are looking to hire a new salesperson to join your team.

(5+5=10 Marks)

- A. **Outline** specific skills and characteristics would you look for in a candidate to ensure their success in this role?
- B. **Suggest** what kind of quota you would design for the salesforce.