## 

**JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA**

**PGDM (SM)**

**THIRD TRIMESTER (BATCH 2023-25)**

**ENDTERM EXAMINATION, APRIL 2024**

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| Course Name | **Sales Management and Business Development** | Course Code | **201301** |
| Max. Time | **2 Hours** | Max. Marks | **40 MM** |

INSTRUCTIONS:

a. The question paper consists of two sections, A and B.

b. Students are to choose two questions from section A and all questions from section B.

c. Carefully analyze the given situation before providing your response, ensuring relevance to the context provided.

d. Efficient time management is essential.

e. For questions in Section A, write answers in a new word file and upload it on Moodle with Name\_Roll No.

f. For questions in Section B, involving Excel tasks, perform the required calculations or analysis on the Excel sheet provided and submit it along with your answer sheet.

**SECTION A (Answer any two)**

Q1. Ola, a prominent Indian ride-hailing and mobility platform, has hired you as a sales consultant. Evaluate the company's current sales strategies and business development initiatives, focusing on their expansion into the electric vehicle (EV) market. Recommend a comprehensive sales and business development plan that aligns with the company's long-term goals, considering the competitive landscape and the unique value proposition of Ola's EV offerings. Justify your recommendations based on the VRIO framework and TOWS analysis, considering the Indian government's policies and incentives for the EV industry. (**10 Marks)**

Q2. You are the sales manager of Godrej Consumer Products, a leading Indian FMCG company. Analyze the current sales process for their Cinthol soap brand and identify the key stages where the SPIN (Situation, Problem, Implication, Need-payoff) selling technique can be effectively applied to enhance customer engagement and close more sales. Provide a detailed step-by-step plan outlining how you would implement the *SPIN technique* throughout the sales pitch, considering the unique challenges faced by the Indian FMCG market. Justify your recommendations based on the principles of sales management and customer behavior. **(10 Marks)**

Q3. Infosys, a prominent Indian IT services and consulting firm, has hired you as a sales consultant. Analyze the company's current sales strategies and identify the key factors contributing to their success in the global market. ***Propose*** *a structured sales process* that leverages the principles of persuasion and negotiation to enhance the sales team's effectiveness in closing deals with large enterprise clients. Justify your recommendations based on the unique challenges faced by the Indian IT services industry and the evolving customer preferences, including the impact of emerging technologies like cloud computing and artificial intelligence. **(10 Marks)**

**Section B (All Questions Compulsory)**

**Q4.** Utilizing the provided Excel data from an electronic store, accomplish **any 5** of the following tasks: **(5\*3= 15 Marks)**

**Task 01**

Using the provided data, predict the sales quantity for the next quarter for each product category. Apply 3 appropriate forecasting techniques and comment on forecasts given by each technique.

**Task 02**

Determine the sales quotas for each sales representative for the upcoming month. Consider historical sales data, individual performance, and regional targets.

**Task 03**

Calculate the profit percentage for each sale.

Compute the commission for each salesperson based on their total sales revenue and profit margin. Assume a commission rate of 5%.

**Task 04**

Calculate the average selling price and profit margin for each product category.

Identify the top-performing sales representative based on total sales revenue and profit margin. Provide insights into their performance and strategies.

**Task 05**

Analyze the data to determine the most profitable month on average for the company. Consider total sales revenue and profit margin for each month.

**Task 06**

Using historical data, forecast the selling prices for each product category for the next six months. Apply appropriate time series forecasting techniques and evaluate the accuracy of your forecasts.

**Q5.** Two companies, Company A, a multinational corporation, and Company B, an established Indian firm, are exploring the possibility of forming a joint venture (JV) to enter the rapidly growing Indian market for renewable energy solutions. Company A specializes in solar panel manufacturing and has extensive technological expertise, while Company B has a strong presence in the Indian market and possesses valuable local market knowledge and distribution networks. After conducting market research and financial analysis, it is determined that Company A, if it were to enter the Indian market independently, could achieve a 15% profit margin. Similarly, Company B is currently generating a profit margin of 30% from its existing operations in the renewable energy sector in India. However, both companies recognize the potential synergies and competitive advantages that a joint venture could offer. Upon forming the JV, leveraging Company A's technological capabilities and Company B's local market insights, it is projected that the combined entity could achieve a profit margin of 45%, significantly higher than the sum of the individual profit margins. As negotiations progress, both companies are tasked with determining the optimal ownership structure and profit-sharing arrangements for the proposed joint venture.

**Determine** the percentage ownership stake each company should hold in the JV (pie) and propose a profit-sharing agreement that maximizes the synergies and benefits derived from the partnership.

**Instructions:**

1. Utilize Excel to perform calculations and analysis.
2. Consider the projected profit margins of Company A, Company B, and the JV.
3. Propose an ownership structure and profit-sharing agreement for the joint venture.
4. Justify your recommendations based on financial projections and strategic rationale

(**5 Marks)**