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**JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA**

**PGDM (B)**

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

**ENDTERM EXAMINATION, APRIL 2024**

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| Course Name | **Sales Management and Business Development** | Course Code | **20103** |
| 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.** Imagine you are a sales manager at "Fit & Fine Pharmaceuticals," a leading pharmaceutical company operating in India. With a vast portfolio of healthcare products ranging from medicines to dietary supplements, Fit & Fine Pharmaceuticals aims to expand its market presence across various regions in India. Your task is to **design** three distinct sales routing plans considering factors such as geographic coverage, customer segmentation, market potential, competition analysis, and technology integration. In your response, outline each routing plan, justify your choices based on the aforementioned factors, and propose strategies to overcome potential challenges in implementation. (**10 Marks)**

**Q2.** As a newly appointed manager in a multinational corporation expanding its operations in India, you are tasked with familiarizing yourself with various negotiation strategies to effectively navigate business deals and partnerships in the Indian market. **Elaborate** five key types of negotiation strategies commonly employed in business negotiations. Provide a detailed explanation of each strategy, including its underlying principles, objectives, and typical applications in different negotiation scenarios. Additionally, **discuss** the advantages and limitations of each negotiation strategy, highlighting factors that influence the selection of a particular approach based on the negotiation context and desired outcomes. **(10 Marks)**

**Q3.** As the newly appointed sales manager for "Urban Gadgets," a prominent electronics retailer in India, you are tasked with enhancing the effectiveness of the sales process to drive revenue growth and customer satisfaction. Drawing upon your expertise and industry knowledge, **propose** a structured sales process tailored to the B2C (Business-to-Consumer) context that optimizes customer engagement and drives sales. Consider the diverse preferences, purchasing behaviors, and cultural nuances of Indian consumers when designing the sales process. Your proposal should encompass the various stages of the customer journey, from initial contact to post-purchase follow-up. (**10 Marks)**

**Section B (All Questions Compulsory)**

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

**Task 01:** Determine Profit Percentage for Each Sale and Compute Commission for Sales.

**Task 02:** Tabulate the Number of Shifts for Each Employee, and calculate the average selling price and profit margin for each shift.

**Task 03:** Identify the top-performing sales representative based on total sales revenue and profit margin. Calculate Income for Both.

**Task 04:** Analyze the Most Profitable Day of the Week on Average for the Company.

**Task 05:** Forecast Selling Prices for the Upcoming Quarter using Exponential Smoothing (3 day moving average). Your task involves selecting a suitable smoothing constant, either 0.2 or 0.8, to prioritize recent sales data. Calculate the forecasted selling price for each period of the upcoming quarter using both constants. Compare the results and provide insights into the implications of emphasizing recent sales data in the forecasting process.

**Task 06:** Create a dynamic sales target sheet, where a fixed revenue goal is set for the year and then distributed across each month. Adjust the monthly targets dynamically to accommodate deviations from the initial average revenue goal. For instance, if the yearly target is ₹2,40,000, distributed as an average of ₹1,20,000 per month, devise a system to update monthly targets based on actual sales figures, ensuring the overall yearly target is met, even if monthly sales fluctuate.

**Q5.** Premier Properties, a renowned real estate agency in Mumbai, is negotiating a lease agreement with BharatCorp, a leading Indian conglomerate, for office space in a prime commercial building. The negotiation aims to determine the rental terms and conditions for the lease agreement. Both parties have conducted thorough analyses of their respective positions to identify their Walkaway Points (WAPs) and Best Alternative to a Negotiated Agreement (BATNA).

**Premier Properties' Position:**

* Desired Outcome: Premier Properties aims to secure a lease agreement with BharatCorp that maximizes rental revenue while ensuring a long-term tenant for the commercial space.
* Walkaway Point (WAP): Premier Properties' bottom line is a lease agreement with BharatCorp that provides a monthly rental income of at least ₹5,00,000 with favorable lease terms. Any offer falling below this threshold would result in seeking alternative tenants or adjusting rental rates.
* BATNA: If negotiations with BharatCorp do not result in a satisfactory agreement, Premier Properties has alternative options to lease the commercial space to other potential tenants or explore different usage options for the property.

**BharatCorp's Position**:

* Desired Outcome: BharatCorp seeks to secure office space in a prime location that meets its operational needs and budgetary constraints.
* Walkaway Point (WAP): BharatCorp's bottom line is a lease agreement with Premier Properties that offers office space meeting its requirements at a monthly rental cost of no more than ₹4,50,000. Any proposed lease terms exceeding this threshold would result in exploring alternative real estate options or renegotiating with Premier Properties.
* BATNA: If negotiations with Premier Properties fail to yield favorable terms, BharatCorp has alternative options to lease office space from other real estate agencies or explore coworking spaces for its operations.

**Scenario:** Premier Properties and BharatCorp have engaged in negotiations to finalize the terms of their lease agreement for the office space. Both parties have exchanged proposals and conducted discussions on key aspects such as rental rates, lease duration, maintenance responsibilities, and renewal options. However, certain differences in expectations and priorities have emerged, particularly regarding rental costs and lease terms.

As a negotiation consultant hired by Premier Properties, analyze the negotiation scenario between Premier Properties and BharatCorp. Utilize the provided data on each party's Walkaway Points (WAPs) and Best Alternative to a Negotiated Agreement (BATNA) to **Calculate** the Zone of Possible Agreement (ZOPA).  **(05 Marks)**