

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA
PGDM / PGDM (M)
Third Trimester (Batch 2023-25)
End Term Examination, April 2024

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

Instructions:

- Attempt any 4 questions
- Write to the point and be specific to the context of the question.

Q1. You are sales manager for a premium chocolate brand and are facing stiff competition from both local artisanal chocolatiers and multinational brands. **Elaborate** how the selling process may be used for the strategic placement of your product in luxury retail outlets, and partnerships with high-end restaurants and hotels to position your brand as the preferred choice for indulgence.

(10 marks)

Q2. As a sales executive for a paint company in India, you are negotiating with a small business owner, to provide custom painting solution for his 10 apparel retail stores (all in Delhi/NCR). The customer has a budget of Rs 1.75 Lakh per store for the project, but has offered Rs 1.5 Lakh per store to your company. Your company estimate is that the project will cost Rs 1.25 L per store to the company to complete.

(5 x 2 marks)

- Analyze** and explain the zone of potential agreement between the company and the retailer.
- Identify** the possible BATNA (best alternative to the negotiated agreement) for both the sides.

Q3. The table below shows the demand for a new aftershave in a shop for 6 months.

Months	Demand (Units)
June, 2023	23
July, 2023	32
Aug, 2023	37
Sept, 2023	43
Oct, 2023	50
Nov, 2023	55
Dec, 2023	??

Evaluate three-months moving average from the month of August to Nov 2023. What would be your forecast for the demand in month of December 2023 ?

(2 x 5 marks)

Q4. As the sales manager for a healthcare provider specializing in medical devices and equipment, you're tasked with expanding the company's market share in a competitive healthcare industry. The sales team comprises both field sales representatives and inside sales support staff, but there's a lack of coordination and synergy between the two groups.

Recommend an organizational structure within the sales department that optimizes the allocation of resources between field and inside sales teams, establishes clear roles and responsibilities, and implements effective communication channels to ensure seamless collaboration in pursuing sales opportunities and meeting customer needs. **Discuss** the advantages and disadvantages of the recommended structure.

(10 marks)

Q5. As the regional sales manager of a pharmaceutical company, you need to allocate sales territories for a team of sales representatives. One territory is known for having a high concentration of healthcare professionals and hospitals, while another territory is in a rural area with limited access to medical facilities. **(5 x 2 marks)**

- a. **Plan** an allocation of your sales team to maximize sales potential and ensure effective coverage in both territories?
- b. **Propose** an appropriate reward system both financial and non-financial for this sales team to motivate them?