



JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

PGDM / PGDM (SM)

THIRD TRIMESTER (BATCH 2023-25)

ENDTERM EXAMINATION, APRIL 2024

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

READ THE INSTRUCTIONS CAREFULLY:

- The question paper consists of five questions
- Students are to choose and **answer any four** questions.
- Each question is worth 10 marks.
- Carefully analyze the given situation before providing your response, ensuring relevance to the context provided.
- Efficient time management is essential.

Question 1: You have been appointed as the sales manager of a prominent e-commerce platform in India, specializing in fashion and lifestyle products. With the e-commerce market in India witnessing rapid growth and intense competition, your task is to **Analyze** the current sales process of the e-commerce platform, considering factors such as website navigation, product search functionality, checkout process, and post-purchase support. Identify strengths, weaknesses, opportunities, and threats (SWOT) associated with each stage of the sales process. Based on your analysis, suggest strategic recommendations to optimize the sales process, streamline customer journey, and increase conversion rates, ensuring a seamless shopping experience for Indian consumers.

Question 2: You are the HR director of a leading pharmaceutical company in India, renowned for its commitment to ethical sales practices and compliance with industry regulations. As the company expands its sales team to meet growing market demand, your responsibility is to **assess** the qualities and ethical standards of potential sales candidates. **Identify and discuss** five key qualities that are essential for salespersons in the pharmaceutical industry in India, emphasizing the importance of ethical behavior and integrity. Provide examples of how each quality contributes to building trust with healthcare professionals and ensuring compliance with industry regulations, such as the Drugs and Cosmetics Act and the Medical Council of India guidelines. Additionally, propose ethical dilemmas or scenarios commonly encountered in pharmaceutical sales in India and outline strategies for handling them while upholding ethical standards.

Question 3: You have been appointed as the strategic sales consultant for a leading automotive manufacturer in India, aiming to expand its market share and sustain competitive advantage amidst evolving consumer preferences and regulatory changes. To guide the company's sales strategy, you are tasked with conducting a comprehensive strategic sales analysis.

Perform a VRIO analysis to assess the internal capabilities and resources of the automotive manufacturer that contribute to its competitive advantage in the Indian market. Subsequently,

conduct a TOWS analysis to evaluate the external factors impacting the company's sales performance, including market trends, competitor actions, and government policies such as emission norms and import tariffs. Based on your analysis, propose strategic recommendations to capitalize on strengths, mitigate weaknesses, leverage opportunities, and counteract threats in the Indian automotive sales environment.

Evaluation Criteria: Your response will be evaluated based on the thoroughness and accuracy of your VRIO and TOWS analyses, the clarity and relevance of your strategic recommendations, and the alignment of your suggestions with the company's sales objectives and market dynamics in India.

Question 4: You are the sales manager of a regional distribution company in India, specializing in fast-moving consumer goods (FMCG) such as packaged foods and personal care products. With the FMCG market in India witnessing intense competition and shifting consumer preferences, your job is to establish realistic sales quotas and targets for the sales team to drive growth and market share. Utilizing historical sales data, market trends, and growth projections specific to the Indian FMCG market, **develop** a comprehensive plan for setting sales quotas and targets for the sales team operating across multiple territories in India. Consider factors such as territory potential, customer segmentation, product demand, and competitive landscape in your quota allocation strategy.

Question 5: You are appointed as the finance manager of a rapidly growing technology startup in India, specializing in software solutions for small and medium enterprises (SMEs). With the SME sector in India experiencing significant digital transformation and increasing demand for technology solutions, your job is to develop a comprehensive sales budget for the upcoming fiscal year to support expansion initiatives and revenue targets.

Prepare a detailed sales budget for the technology startup for the upcoming fiscal year, considering the unique challenges and opportunities of the Indian SME market. Utilize historical sales data, market research, and growth projections specific to the Indian context to estimate revenue targets and allocate resources effectively across different sales channels and customer segments in India. Additionally, outline strategies for monitoring and controlling sales expenses to ensure budget adherence and optimize profitability.