

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

PGDM / PGDM (M) / PGDM (SM)

THIRD TRIMESTER (Batch 2024-26)

END TERM EXAMINATIONS, APRIL 2025

MAIN EXAM

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

INSTRUCTIONS:

- Please answer all questions
- Write to the point and be specific to the context of the question.

Q1. A high-end luxury furniture brand is in the middle of an intense negotiation with a corporate client who is looking to furnish multiple office spaces. Given the brand's premium craftsmanship and reputation, the company has set a minimum acceptable price of ₹10 lakhs, ensuring that costs, profit margins, and brand positioning remain intact. The corporate client, on the other hand, has a maximum budget of ₹12 lakhs, but as a negotiation tactic, has opened the discussion at ₹9 lakhs, hoping to secure the best possible deal. As the lead negotiator for the furniture brand, your task is to navigate this price discussion strategically. **(5 x 2 = 10 marks)**

- Determine** the ZOPA while maintaining a strong value proposition based on the given price constraints
- Assess** whether the company should accept, counter, or walk away based on its BATNA and **justify** your decision.

Q2. A consumer electronics company is preparing to launch a new smart home device in the Indian market. Since the product is innovative and has no direct historical sales data, the company cannot rely on quantitative forecasting methods. Instead, they must use qualitative forecasting techniques to estimate demand and plan their production and marketing strategies. As a market analyst,

- Identify** the various qualitative forecasting methods available for this scenario. Which of these methods would provide the most reliable insights for forecasting demand. **(8 Marks)**
- Justify** your recommendation with relevant reasoning. **(2 Marks)**

Q3. TechPro, a software company, has three sales representatives with an identical sales target of ₹500,000/year and compensation plans for the FY 2024-25 as follows :

- Base salary (annual) : ₹50,000 per year
- Commission (annual) : 10% of sales

Current Performance (Annual FY 2024-25):

Name	Actual annual Sales Achieved	Base Salary earning/year	Commission (10% of sales)	Total Earnings per year
Prachi	₹750,000	50,000	75,000	₹125,000
Richa	₹500,000	50,000	50,000	₹100,000
Amit	₹250,000	50,000	25,000	₹75,000

Industry Standard is :

- Average total annual earnings: ₹100,000
- Typical commission rate followed in industry : 10%
- Top performers usually earn double their base salary

(5 x 2 = 10 marks)

- a) **Discuss** the fairness of the current plan to top performers like Prachi?
- b) **Create** a new plan for TechPro adding bonuses for exceeding targets? What are the risks of changing the plan?

Q4. You are sales manager for an international photocopy machine selling company and are facing stiff competition from some local manufacturers. **Elaborate** how the selling process may be used for the pitching of your product in various educational institutes and business centers to position your brand as the preferred choice for quality and value.

(10 marks)