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| **C:\Users\ADMIN\Desktop\j.png** | **JAIPURIA INSTITUE OF MANAGEMENT, INDORE**  Post Graduate Diploma in Management (Batch 2023-25) |
| **Course Title: Sales Management & Business Development,**  **(Course Code: 40103)**  **End-Term Examination, Term - III (April, 2024)** | |
| **Time Duration : 2 Hours Total Marks: 40** | |

***General Instructions*:**

1. *Answer the questions as directed. The break-up of the marks is given wherever necessary.*
2. *Marks against each question is indicated to its right.*
3. *Answer all the questions of a ‘Section/Question’ at one place in continuation.*
4. *Answers should be brief and to the point.*
5. *Do not write on the question paper except your roll number.*

"It is becoming difficult to track the sales of products from various product divisions" said A P Mishra, national sales manager (industries) of Godrej Consumer Products Pvt. Ltd. The organisation structure was in operation since very beginning, but over the years the business has grown phenomenally and many product lines are added.

Godrej offers a variety of other products, including locks, safes, typewriters, industrial forklifts, refrigerators, washing machines, air conditioners, microwaves, hair care, personal care, household care, health care, nutrition, animal feed, and crop protection. Additionally, they provide solutions in real estate and software. Godrej is wanting to reach out to automobile manufacturers for getting business of car door lock. It is wants to get government contracts for providing the animal feed and crop protection chemicals which could be retailed from the state owned agricultural stores. Some of the brands belonging to Godrej Consumer Products Ltd (GCPL):

**Darling:** A hair extensions and wigs brand that operates in 14 countries.

**Goodknight:** A household insecticide brand that provides mosquito repellents, coils, and vaporisers.

**Cinthol:** A personal care brand that offers soaps, deodorants, talcs, and shower gels.

**ISSUE:** A hair colour brand that is popular in Argentina and other Latin American countries.

**HIT:** A household insecticide brand that offers spray, gel, and chalk products to kill cockroaches and other pests.

**Mitu:** A baby care brand that offers wipes, diapers, and toiletries in Indonesia.

**Park Avenue:** A male grooming brand that offers deodorants, shaving products, and fragrances.

**Questions**

**Q1.** Design an organization structure for Godrej based on the provided information and discuss your basis of the organization structure which you have designed **(10 marks)**

**Q2.** Mr. A P Mishra wants to give targets to the employees of various divisions. Suggest and justify the basis (in rupees or units) of giving sales targets for the following:

a) Park Avenue

b) Godrej locks

c) Industrial forklifts

d) Microwave **(4X2=10 marks)**

**Q3.** Godrej has recently launched a refrigerator with revolutionary technology which is priced at Rs. 1,40,000 in the market. It is becoming very difficult to sell this refrigerator in the market. Suggest AP Mishra a technique to give targets so that the salesforce is motivated to sell this product. **(2 marks)**

**Q4.** AP Mishra wants to calculate the number of sales persons he should allocate to the call centre for handling various products and to the states of Gujrat, Maharashtra, Orissa and Delhi NCR for the sales of Industrial Forklifts. He has following information available with him:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| State | Number of customers | Frequency of calls | Time per call | Time division of salesperson each day (for 30 days) |
| Call Centre | Cold (5545)  Warm (1145)  Hot (110) | Cold (10)  Warm (15)  Hot (10) | Cold (5 mins)  Warm (10 minutes)  Hot (5 minutes) | Sales (6 hrs)  Daily Reporting (1 hour)  Lunch (1 hour) |
| State | Sales Targets | Potential of salesperson | Turnover ( Attrition) rate | Sales expenses (as a percent of sales targets) |
| Gujarat | 5,00,00,000 | 45,00,000 | 5% | 12% |
| Maharashtra | 12,00,00,000 | 55,00,000 | 25% | 25% |
| Orissa | 3,50,00,000 | 45,00,000 | 15% | 8% |
| Delhi NCR | 20,00,00,000 | 55,00,000 | 25% | 28% |

**Based on your analysis of the information provided:**

1. Suggest the number of salespersons required in the call centre. Discuss the drawback in the method used for such calculation **(2+2 = 4 marks)**
2. Suggest the number of salespersons required in Gujarat, Maharashtra, Orissa and Delhi NCR**.** Discuss the drawback in the method used for such calculation **(4X2+2 = 10 marks)**
3. Suggest the number of salespersons required in Gujarat, Maharashtra, Orissa and Delhi NCR if AP Mishra uses the affordability method to calculate the number. He wants to give 50,000 to salespersons in Maharashtra and Delhi NCR and 40,000 to salespersons in Gujarat and Orissa. Discuss the drawback in the method used for such calculation

**(2+2= 4 marks)**