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| **C:\Users\ADMIN\Desktop\j.png** | **JAIPURIA INSTITUE OF MANAGEMENT, INDORE**  Post Graduate Diploma in Management (Batch 2024-26) |
| **Course Title: Sales Management & Business Development, (Course Code: 40103)**  **End-Term Examination, Term - III (April-May, 2025)** | |
| **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.*

You are the Branch Manager of Gujarat and you have come to attend a quarterly sales meeting called by the regional sales manager – Mr. Anubhav of the western region. There are branch managers from Rajasthan and Maharashtra as well participating in the meeting. The agenda of the meeting is to do the sales forecasting for each state and target setting for sales personnel. For sales forecasting you have suggested a moving average method, but the branch manager of Rajasthan contradicted your proposal and remarked that weighted average is a better method for sales forecasting. When it came to the discussion of target setting the Branch Manager of Maharashtra remarked “Let us ask the territory sales managers only and then we can compile the data of each territory of our state and give the compiled sales target figures to Mr. Anubhav”. The Branch manager of Rajasthan disagreed and said, “Let us add 10% to their previous sales targets and give them the next target.” You disagree with both the branch managers, and you suggest giving sales target based on either sales potential or market share method.

**Q1.** Do you agree with the suggestion made by the branch manager of Rajasthan regarding the sales forecasting method. Give reasons for your agreement or disagreement with the suggestions of the branch manager of Rajasthan regarding the method to be used for sales forecasting.  **(CLO3)** **(8Marks)**

**Q2.** Suggest the criteria for doing performance appraisal of territory sales managers of your state **(CLO3)** (**8 Marks)**

**Q3.** Discuss various methods that you would deploy to motivate your sales team

**(CLO3)** (**8 Marks)**

**Q4.** Discuss the drawbacks of the suggestion of the branch manager of Rajasthan regarding the setting of sales targets **(CLO3)** (**5 Marks)**

**Q5.** Justify your disagreement with the suggestion of the branch manager of Maharashtra regarding the setting of sales targets. **(CLO3)** **(5 Marks)**

**Q6.** Justify the statement *“Sales happens when you listen more than when you talk”*

**(CLO3)** **(6 Marks)**