**NMIMS Global Access**

**School for Continuing Education (NGA-SCE)**

**Course: Sales Management**

**Internal Assignment Applicable for September 2020 Examination**

**1. Pricing plays an important role in selling a product in the market and to build up Brands, please help a company selling soaps and shampoos to frame their pricing policy keeping in mind their brand positioning. Support the answer with examples**

**Ans:**

**INTRODUCTION:**

When embarking on a new business venture, there is no shortage of items on the strategizing agenda that need attending to. One crucial step to constituting a successful business plan, and ultimately a successful business, is determining pricing for your products and services. While there are myriad pricing strategies to choose from, certain options are more effective for one type of business than for another.Pricing your products and services is one of

**2. What is your understanding of the qualities of a sales executive , how does a effectives sales executive contributes to increasing market share for a company?**

**Ans:**

**INTRODUCTION:**

Extraordinary salespeople accept nothing less than being at the top of their game. They know they are the very engine of today’s economy. Sales are not an easy job. It is largely based in potential and there are no guaranteed deals. The work isn’t always enjoyable. However, top performing salespeople thrive without guarantees. To them each potential deal is a worthy challenge.As your sales team begins to scale, its up to the sales team lead or the hiring manager to know what qualities make a good salesperson so they can make the best possible hire for their team. When evaluating sales talent, you need to assess the candidate’s cultural fit. The decision will ultimately be made by taking into account more than just the skills of a **.”** Its sample only

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**3 CASE STUDY - Maggi noodles**

**Case : Maggi Noddles**

**Maggi Noodles was launched in 1982 by Nestle India Limited as ‘Maggi 2-Minute Instant Noodles’ under the prepared dishes category. Since then, Nestle has stood its ground firmly in India, by setting its foundation as a well-known brand offering solutions to customers’ wants in different segments.**

**Maggi noodles is one of those brand names for which the quote “I came, I was, I conquered’ is apt. The brand replaced favourite Indian desi snacks such as Samos’s and kachoris with a hot bowl of Maggi Noodles.**

**Maggi used the tagline of ‘fast to cook, good to eat’ to woo Indians in the early eighties. Maggy understood the consumer’s inertia and apathy to try new things. Indian consumers, at that time, were exhibiting interest in Chinese noodles, and Maggi launched its noodles to take advantage of this craze. It offered convenience to the housewife and at the same time did not undermine her involvement with the kids. The masala flavour, made its way in to the minds of the consumers and Maggi found a place in the monthly budget plan of a household.**

**The use of brand elements such as its tagline ‘Fast to cook and good to eat’ and its catchy jingle, ‘Mummy bhook lagi hai’ (Mummy I am hungry) helped in positioning the brand in the minds of its customers Maggi targeted mothers with the convenience it offered and children with the fun element. The advertising campaign was followed by promotional activities such as trial pack distribution in schools.**

**a. Outline the journey of Maggi in retaining its Brand position in India (5 Marks)**

**b. How does the advertising campaigns and brand elements help the product in retaining market share?**

**a.**

**Ans:**

**INTRODUCTION:**

Maggi Two-Minute Noodles, a brand it built over three decades in India and loved by hikers, hostellers and housewives alike, had crumbled. That June, the national food safety regulator had banned the sale of Maggi noodles and directed Nestle to withdraw the product. As the flagship product went up in flames—38,000 tonnes, literally—Maggi-branded jams, ketchups and beverages too took the heat. From commanding 80% share of India’s noodles market, (as estimated