**Sales Management**

**June 2022 Examination**

# Q1. Sales organizations should be adaptable to changing circumstances and emerging marketing environment, failing which the structure as well as process will become redundant. Explain the above proposition with examples of two Indian organizations by explaining their evolution over different periods of time. (10 Marks)

# Answer 1.

## Introduction

The current workplace institutional framework, especially in the kingdom's military burgeoning service financial system, is primarily the outcome of the Western-type implementation in India in the 1990s with infrequent regard for neighborhood demands. Even though this predicament has changed over time, it's been typically driven by financial and enterprise transformation instead of needs or separate pastimes in Indian cultural businesses. Sectors,’s leading firm has increased from fabric and polypropylene (pp. a company inside the incorporated associate of electricity, Its Half solved only

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**Q2. Bob Jones, sales manager for Steelhouse Industries, a manufacturer and marketer of heavy-duty industrial construction equipment has just finished evaluating several sales candidates for a vacant position. He has narrowed the list to two candidates that stand out. Both Russ and Susan meet the job qualification. In fact, on paper Susan appears to be a stronger candidate, having nearly twice as much industry-related sales experience as Russ. Bob, however, believes that the construction industry is a man’s world. He fears that many of Steelhouse’s customers (and even its own employees) may not respect a women sales person. Thus, even though Susan appears to be the most qualified for the position, Bob is leaning towards hiring Russ. What should Bob do and why? (10 Marks)**

**Answer 2.**

## Introduction

It has already been stated that women have a function to play in the creation zone and that they will be capable of creating successful careers in it. Moreover, functioning in this career is challenging due to hurdles such as gender-primarily based inequality, the harsh running environment of a creative web page, a loss of suitable records about the industry itself, and a shortage of effective woman position models in production. Everything seeks to spark a discussion on how to clear up the underrepresented presence of women in development and the

# Q3a. The new marketing strategy of Steel Tubes Limited (STL) focuses on selling CEW (cold drawn electric welded) tubes more than ERW (Electric Resistance Welded) tubes. This marketing strategy was implemented to address very low profits of the company and improve profitability. Recommend an appropriate sales quota system and substantiate your recommendation. (5 Marks)

# Answer 3a.

## Introduction

Steel tubes limited company sells its products using a particular marketing method. The corporation sells bloodless drawn electric tubes and electric resistance welded tubes. The company sells that merchandise with the aid of adopting particular plans. The company's primary

**Q3b. As a Regional Sale Manager (North) of a shoe company, you have decided to promote one of the salespersons as a branch manager for a new branch at Karnal in Haryana. What kind of training would you conduct for this salesperson? (5 Marks)**

**Answer 3b.**

**Introduction**

An earnings rep can be a top performer. But they lack the talents required to fulfill an earnings supervisor's jobs and duties efficiently. Furthermore, a new profits leader is woefully unprepared without the proper education and capacity development management.