**Sales Management**

**December 2022 Examination**

**1. ITC limited has a diversified presence in Branded Package Foods, Personal Care, Education and Stationery, Agarbatti and Safety matches, Lifestyle Retailing, Cigarettes & Cigars, Hotels, Paperboards & Specialty Papers, Packaging, Agri-business & IT. You are appointed as the new National Sales Manager of ITC limited. Analyze the existing sales structure of ITC limited.** (**10 Marks)**



**Ans 1.**

**INTRODUCTION:**

Human resource management is made from three words, all of which have different meanings. Human refers to the knowledgeable labor force in an organization. Source refers to the limited schedule or scarcity. Management, finally, describes maximizing and making the most effective use of minimal resources to meet the organizational goals and purposes. We can claim that human resource is a collection of individuals that exist to preserve an organization's or service's labor force and establish any sector, economic It is only half solved

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**2. You are being appointed as a customer sales executive in ICICI bank credit card department. You have been given liberty to approach all the walk-in customers in the bank Explain the AIDAS theory of personal selling with examples and how you would apply AIDAS theory of selling while selling the ICICI bank credit card to your walk-in customers.** **(10 Marks)**

**Ans 2.**

**INTRODUCTION:**

Any organization requires a full-proof treatment where the manufacturing of the goods goes at a reasonable speed because, with rising demand, the company needs to provide a lot more. To supply much more, the organization has to create more such products. Aggregate planning is a process where a business aims to optimize its manufacturing and wants to ensure that the manufacturing runs undisturbed throughout the production process—this needs to be accompanied by enhancing sources irrespective of any

**3. Many organizations had stalled their plans of setting up new office premises in year 2020 and 2021 due to Covid. Organizations continued working with the existing sales team.**

**With the surge in demand and employees returning to work in year 2022, many organizations felt the need to rework on their expansion plans.**

**Mr. Narayan is the Zonal manager – (West) of Symantec Technologies, a software company established in 2001. Symantec has 4 offices in Mumbai and 2 offices in Pune. They also had plans of expanding by opening new office in Nashik. Due to covid these plans were not made fruitful. Now in year 2022, Mr. Narayan has got directives from National Sales Manager to rework on opening one new sales office in Nasik.**

**Mr. Narayan has been given the responsibility of making the new sales team for Nasik office.**

**Questions:**

**a. Suggest various recruiting methods that Mr. Narayan can opt for hiring a new sales team. Suggest best method you think that Mr. Narayan will adopt.** **(5 Marks)**

**Ans 3a.**

**INTRODUCTION:**

Human resource management is made up of three words with various definitions. Human describes the proficient workforce in a company. Resource refers to restricted accessibility or scarcity. Finally, management refers to optimizing and making the most effective use of limited

**b. Help Mr. Narayan to design a Sales training program for the newly recruited Nasik team. Keep in mind various parameters while developing a training program. (5 Marks)**

**Ans 3b.**

**INTRODUCTION:**

Human resource is one of the most crucial departments of any organization. Whatever amount of technology might come into the marketplace, it is ultimately a human being needed to control those devices and technologies. The induction process needs to be reviewed to establish whether