**Sales Management**

**December 2022 Examination**

**1. Pharmaceutical salespeople are known to be given aggressive sales quotas and targets. Sales quota and target setting have 4 methodologies namely sales volume target/quota, activity target/ quota, profit target/quota, and expenses/target quota. From your understanding of the pharma industry, what kind of sales target/quota methodology would you use for the pharma sales team and why? (10 Marks)**

**Ans 1.**

**Introduction:**

An individual supplier's or a team's financial goal that they should meet by the quit of a predetermined time frame, commonly one month or one zone, is called a sales quota. Sales control sets quotas, and while they're met, the salesperson typically gets a performance incentive. Sales managers usually set a timeframe for groups of male or female salespeople to finish those objectives. Moreover, they are frequently time-sensitive and scheduled to be completed month-to-month, quarterly, or annual. There are numerous techniques to degree an income quota. This

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**2. Sales forecasting is one of the most important tools for any large organization to meet its revenue estimates. Popular forecasting tools are a jury of executive opinion, a poll of sales force opinion, projection of past sales, time series analysis, and exponential smoothing. What method would you recommend for startup organizations and why? (10 Marks)**

**Ans 2.**

**Introduction:**

An income forecast evaluates the variety of sales an enterprise can predict during the plan period. An income forecast is extra than just an estimate of future sales. It is the technique of coordinating marketing initiatives with opportunities. Calculating a company's market proportion in a given destiny is called income forecasting. Income forecasting, consequently, shows the likely quantity of sales. The relevant data and accurate inferences are essential components of correct income forecasting. Overestimating income could bring about spending money that you won't recover. You can have insufficient stock for the upcoming month if you underestimate

**3. Wipro is an Indian multinational with its headquarters based in Bangalore. It has total revenue of $9 Billion with a net income of $1.4 Billion across all its business units which has both information technology and FMCG (Fast Moving consumer goods) products. Based on the success of local laptop brands in the Indian marketplace like HCL, Wipro would like to re-enter the laptop segment in India.**

**Laptops as a product category fall in both the B2B (Business to Business) as well as B2C (Business to consumer) segments.**

**As the Vice President of Sales for Wipro laptops, you are required to come out with a sales management strategy covering sales methodology and budgeting:**

**a. Out of the 5 theories of buying namely AIDAS, Buying Formula theory, Behavioral equation theory SPIN, and Right set of circumstances theory, which would be used by you to build a sales methodology for Wipro laptops? Please justify your choice of methodology (5 Marks)**

**Ans 3a.**

**Introduction:**

Behavioral scientists and marketing teachers conducted much research to determine whether selling is an art or science, and several hypotheses have been produced to explain the customer-seller buying system. Based on several theories, it is viable to view the method of persuasion

**b. Out of the top-down and bottom-up methodology for setting budgets which of them would be used by you for the Wipro laptops division and why? (5 Marks)**

**Ans 3b.**

**Introduction:**

A sales price range is the estimated variety of devices and capability income a company expects to sell over a particular length. Corporations typically degree this on a monthly, quarterly, or annual basis. While forecasting a sales price range, groups do not forget variables, including past