**Sales Management**

**April 2023 Examination**

**1. Is selling a science with easily taught concepts or an art learned through experience? Please illustrate your response with examples (10 Marks)**

**Ans 1.**

**Introduction**

Being a small company proprietor or working as a sales representative are interesting professions daily is various, and the selling process requires us to make use of other parts of our minds. Different methods will aid us in being good salespeople. Some salesmen are highly people-oriented and outgoing. They are passionate about engaging with people and building connections as they speak with people, are excellent audiences and have magnetic personal appeal and great individualities. That is one method to be successful as a salesperson. However, it is not the only way. Various other salespeople are also a lot more It is only half solved

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**2. As the Vice President-Sales of Hindustan Lever you have to work closely with your colleague in marketing in areas like product policies, distribution policies, and pricing policies.**

**After discussion with your sales team, you would like to relaunch one of the toothpaste brands in a specific geography. What would constitute the key elements of this relaunch?**

**(10 Marks)**

**How to successfully relaunch the product?**

**Introduction**

Launching a new product is generally unknown, yet what concerns relaunching one?

Entrepreneurs can spend a lot of time dealing with new products, bringing in specialists and firms. Still, when it comes to relaunching, we typically use a known-to-succeed formula rather than approaching it as an unknown new job. As a vice president of sales for Hindustan Unilever, I will share my views on the relaunch of a product.

We may relaunch our product or a brand for numerous reasons. We must evaluate why the brand underperformed and needs to be relaunched. Areas to review are the calculated selections that

**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 structure as well as compensation and benefits for the sales force selling laptops**

**a. There are three types of sales organizational structure namely line sales organization, line and staff sales organization, and functional sales organization. Out of these which one would you recommend for the sales force for Wipro laptops considering that you will be selling to both the B2B and B2C segments? Please justify your recommendation as well.**

**(5 Marks)**

**Ans 3a.**

**Introduction**

Wipro Limited is a nationwide, multinational firm that supplies information technology, business handling services, and consulting. Thierry Delaporte has been working as chief executive officer and MD of Wipro because

**b. The common methods of compensation are straight commission, straight salary, drawing accounts, and salary plus commission plan. Which of them would be used by you as the**

**VP Sales for the sales team selling Wipro laptops and why? (5 Marks)**

**Ans 3b.**

**Introduction**

Making up a staff member is as essential as offering him his basic salary. If an employee is doing extraordinary work and is aiding the organization to reach new heights, the company should identify those employees and give them the compensation they should have. Various businesses make use of various sorts of payments