**Sales management**

**June 2023 Examination**

# Question 1:

# FMCG companies like Unilever and Procter& Gamble salespeople are well-known to be given forceful sales targets and quotas. Sales target and quota setting has 4 approaches specifically profit target/quota, activity target/ quota, sales volume target/quota, and expenses/target quota. From your knowledge of the FMCG market, what kind of approach would be used by you to set targets for the sales group and why? Explain in detail.

## ANS:

## Introduction

Reliable income growth is crucial within the fiercely competitive world of sales. Even so, many CEOs continue organizing inconceivable or excessive sales targets, which demotivates and exhausts income representatives. It is, however, truthfully hard. The fact that they provide sales teams with a specific intention to create realistic sales goals may be a beneficial tool for figuring out the excellent course for success.

The "income quota" period refers to sales figures assigned to a particular person, area, or distributor. It can be evaluated in phrases of money or the amount of offered commodities. It's

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# Question 2: Sales prediction and forecasting is one of the greatest and valuable implements for any large organizations to match its revenue assessments. Standard forecasting implements are poll of sales force opinion, jury of executive opinion, time series analysis, projection of past sales and exponential smoothing. What approach would you suggest for a startup organization and why?

## ANS:

## Introduction

The use of the facts you have at your disposal to estimate and predict how the business will develop is the forecasting method. Whether or not a business operates online or in traditional brick-and-mortar shops, executing inventory and demand forecasting has several advantages. Creating brief-, mid-, and lengthy-time period company projections using numerous forecasting strategies are crucial. As a result, enterprises have more apparent expertise in how their groups

Forecasting can gain them via

● Managing the supply of products effectively.

# Question 3: HCL is an Indian multinational with its headquarters based in Delhi. It has total revenue of $11Billion with net income of $2.8 Billion across all its business units which has both information technology services and products. Based on the success of its local laptop brands in the Indian marketplace, HCL would like to enter the high-end laptop/notebook segments by distributing Dell products. Laptops/notebooks as a product category fall in both the B2B (Business to Business) as well as B2C (Business to consumer) segments. As the Vice President Sales for HCL-Dell laptops, you are required to come out with a sales management strategy covering sales methodology and budgeting:

## ANS:

## Introduction

Sales management is cautiously planning and budgeting, allowing you to acquire income desires. Sales control aids in maximizing employee capacity and ensuring that the organization's income objectives are met in the maximum efficient manner viable. Social psychologists and marketing lecturers have conducted several studies to decide whether marketing is a science or an art.

**Ans 3B.**

It is crucial for a company like HCL to assess which method may be hired in its existing context and try to offset it instead of its demands earlier than starting any financial forecasting method. As, if not greater than, as critical as selecting the perfect procedure for making plans is the