**Sales Management**

**September 2023 Examination**

**Q.1 Skippi is an ice pop brand. A successful all Shark deal on Shark Tank India changed the fortune of Skippi and its revenues increased 40X, the sales increased to approximately 2- 2.8 Cr monthly. Over 20,000 orders were processed online.**

**How do you think Skippi can increase it sales now? Study both distribution and franchise model of Skippi and suggest what you think is the best way to go ahead. (10 Marks)**

**Ans :**

**Introduction:**

Skippi, the ice pop logo, experienced an incredible improvement in its fortunes after securing a hit all Shark deal on Shark Tank India. With a 40X increase in revenues and monthly sales reaching approximately 2-2.8 Cr, it's evident that the emblem has received a substantial reputation and market traction. Skippi should optimize its distribution and franchise fashions to preserve this growth trajectory. This essay will explore the idea and application of distribution and franchise fashions for Skippi and, ultimately, endorse the best manner It is only half solved

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**Q.2 You are being appointed as Customer Sales representative of Eureka Forbes for selling water purifier and vacuum cleaner. Will personal selling approach work well? Justify your reply with specific reasons. (10 Marks)**

**Ans :**

**Introduction:**

Because the newly appointed client income consultant for Eureka Forbes, I'm tasked with selling water purifiers and vacuum cleaners. One of the critical considerations in this function is determining the most effective sales approach. In this essay, I can discover whether or not a private selling approach could work adequately in selling Eureka Forbes' merchandise, particularly water purifiers and vacuum cleaners. Non-public selling includes direct communication and interplay between the salesperson and capability customers. I can justify my response by inspecting the idea and alertness of personal selling, highlighting its blessings

**Q.3 Balaji wafers private limited is India’s leading snack and food manufacturing and distribution company. It has its manufacturing plant in Rajkot, Valsad and Indore. Rajkot is the headquarters. Apart from chips they have forayed into many products like Namkeen and western snacks.**

**a. They now want to penetrate deeper in India and they are thinking of re organizing their sales structure. If you were made the National sales head would you opt for product based sale organization structure or geographical sale structure. Support your answer with a valid reason. (5 Marks)**

**Ans :**

**Introduction:**

Balaji Wafers Private confined, India's main snack and meals manufacturing and distribution employer, is searching to penetrate deeper into the Indian market. Because of the newly appointed national sales Head, a critical decision needs to be made regarding the income structure of the company. The two options to consider are a product-primarily based sales

**b. As a National Sales head how will you keep your entire team motivated and what will you do to retain the best sales performer? (5 Marks)**

**Ans :**

**Introduction:**

Balaji Wafers non-public limited is India's renowned snack and food manufacturing and distribution company. With its headquarters in Rajkot and the production of flowers in Rajkot, Valsad, and Indore, the company has established itself as a leader in the industry. Except for chips, Balaji Wafers has effectively multiplied its product portfolio to consist of