**Sales Management**

**April 2025 Examination**

**1. A sales manager notices that one of their top-performing sales personnel, Ravi, has been consistently missing targets over the last three months. Upon discussion, Ravi shares that he feels undervalued and mentions that newer team members receive more recognition. As a sales manager, what steps would you take to motivate Ravi and ensure he regains his enthusiasm and performance levels? (10 Marks)**

**Ans 1.**

**Introduction**

Sales management is a dynamic field that requires balancing team performance, motivation, and individual satisfaction to achieve organizational objectives. When a top-performing employee like Ravi begins to underperform, it is crucial to address the underlying causes and implement strategies to reignite their motivation. Ravi's concerns of feeling undervalued and overshadowed by new team members highlight the importance of recognition, inclusion, and fair treatment in fostering high morale and productivity. As a sales manager, it is essential to recognize the contributions of seasoned employees and create an environment that

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**2. Prepare a Sales Plan for a brand of electronic goods focusing in rural market (10 Marks)**

**Ans 2.**

**Introduction**

The rural market in India represents a vast and untapped potential for electronic goods. With rising incomes, increasing digital literacy, and expanding access to electricity and the internet, rural consumers are becoming an important demographic for electronics brands. However, rural markets present unique challenges such as limited infrastructure, diverse consumer behavior, and a lack of familiarity with advanced products. To succeed in this market, a strategic sales plan is essential, focusing on affordability, accessibility, and

**3. Read the case & answer the questions based on the case:**

**XYZ Pvt. Ltd., a growing FMCG company, is planning to expand its market presence in Tier- 2 and Tier-3 cities. The sales manager, Mr. Mehta, has been asked to prepare the sales budget for the upcoming financial year. He reviews historical sales data, market demand, and competitor strategies to set a target of a 20% increase in sales. He allocates funds for promotional campaigns, salesforce incentives, and distribution enhancements. However, during the budget review meeting, the finance team recommends a 10% cut, citing cost constraints. This forces Mr. Mehta to reconsider the allocation of funds without compromising the growth target.**

**Questions:**

**a. How should Mr. Mehta prioritize his budget allocation to balance cost efficiency with achieving the sales growth target? (5 Marks)**

**Ans 3a.**

**Introduction**

Budget allocation is a critical component of sales planning, especially when cost constraints challenge growth objectives. For XYZ Pvt. Ltd., achieving a 20% sales growth target in Tier-2 and Tier-3 cities requires efficient use of available funds. Mr. Mehta must focus on high-impact areas that drive maximum sales growth, such as promotional campaigns, salesforce incentives, and distribution improvements. By strategically prioritizing expenditures, Mr.

**b. What alternative strategies can Mr. Mehta consider to optimize resources and still meet the expansion goals? (5 Marks)**

**Ans 3b.**

**Introduction**

When faced with budget constraints, alternative strategies are crucial for achieving ambitious sales targets. Mr. Mehta must explore innovative approaches to optimize resources while expanding into Tier-2 and Tier-3 cities. By leveraging technology, strategic partnerships, and customer-centric initiatives, XYZ Pvt. Ltd. can overcome financial limitations and meet its