

**Q - The Marketing Head of ABC Co – Northern Region, a car manufacturing company, plans to conduct a Monthly Sales Meeting. Set an agenda for the meeting (introducing new starters; health & safety update; product revision update; Sales results & forecasts; New product launch; upcoming initiatives)**

**(Meeting Title)** Monthly Sales Meeting – ABC Co – Northern Region

<b>(Venue, Time, Date)</b>				
Conference Room ABC Co., New Delhi 0900 hrs Monday xx/xx/xxxx				
<b>Time</b>	<b>Topic</b>	<b>Attendees</b>	<b>Speaker</b>	<b>Duration</b>
09:00	Introduction / Overview	<b>Chairperson</b> Mr. RJ <b>Meeting Coordinator</b> Mr PJ, <b>Zone A</b> Mr. AK, Ms. <b>Zone B</b> Ms. R G <b>Zone C</b> Mr. TR <b>Zone D</b> Ms. XA	Mr PJ, Meeting Coordinator	15 Mts
09:15	<b>Health and safety update.</b> Revised procedures for hazardous chemicals near Sunder Van Production facility.	<b>Chairperson</b> Mr. RJ <b>Meeting Coordinator</b> Mr PJ, <b>Zone A</b> Mr. AK, Ms. <b>Zone B</b> Ms. R G <b>Zone C</b> Mr. TR <b>Zone D</b> Ms. XA	Mr. RL Production Manager	15 mts
09:30	<b>Product revision update.</b> Discussion on Model 4. New Product to be demonstrated	<b>Chairperson</b> Mr. RJ <b>Meeting Coordinator</b> Mr PJ, <b>Zone A</b> Mr. AK, Ms. <b>Zone B</b> Ms. R G <b>Zone C</b> Mr. TR <b>Zone D</b> Ms. XA	Mr. RL Production Manager	30 mts
10:00	Coffee break			15 mts
10:15	<b>Sales results &amp; forecasts.</b> Presentation on forecast followed by discussion	<b>Chairperson</b> Mr. RJ <b>Meeting Coordinator</b> Mr PJ, <b>Zone A</b> Mr. AK, Ms. <b>Zone B</b> Ms. R G <b>Zone C</b> Mr. TR <b>Zone D</b> Ms. XA	Mr. AK, Zone A; Ms., Zone B; Ms. R G, Zone C; Mr. TR, Zone D	60 mts
11:15	Upcoming initiatives. Brainstorm session – How can we accelerate R&D	<b>Chairperson</b> Mr. RJ <b>Meeting Coordinator</b> Mr PJ, <b>Zone A</b> Mr. AK, Ms. <b>Zone B</b> Ms. R G <b>Zone C</b> Mr. TR <b>Zone D</b> Ms. XA	Mr. RL Production Manager with team	45 mts

12:00	Meeting review, questions	<b>Chairperson</b> Mr. RJ <b>Meeting Coordinator</b> Mr PJ, <b>Zone A</b> Mr. AK, Ms. <b>Zone B</b> Ms. R G <b>Zone C</b> Mr. TR <b>Zone D</b> Ms. XA	Mr. PJ Meeting Coordinator	30 mts
12:30	Thank you note	<b>Chairperson</b> Mr. RJ <b>Meeting Coordinator</b> Mr PJ, <b>Zone A</b> Mr. AK, Ms. <b>Zone B</b> Ms. R G <b>Zone C</b> Mr. TR <b>Zone D</b> Ms. XA	Mr. PJ Meeting Coordinator	30 mts
12:40	Lunch	<b>Chairperson</b> Mr. RJ <b>Meeting Coordinator</b> Mr PJ, <b>Zone A</b> Mr. AK, Ms. <b>Zone B</b> Ms. R G <b>Zone C</b> Mr. TR <b>Zone D</b> Ms. XA	Mr. RJ Chairperson	10 mts

**Q2 = As an employee of medical firm, prepare the agenda of the meeting discussing the pros and cons of the new Covid 19 vaccine and discuss how is it going to affect your company sales. Use a tabular format and include executives in the meeting.**

Time	Topic	Attendees	Speaker	Duration
9:30 am	Introduction and Welcome note	Name of the participants	Director, Product Division (Pharmacy)	10 minutes
9:40 am	Speech	Name of the participants	Pharmacy Head	25 mins.
10:05 am	Discussion on effect on sales figures	Name of the participants	Sr. Manager, Sales	25 mins
10:30 am	Tea/Breakfast	Tea/Breakfast		30 mins
11:00 am	Discussion on adopting and improvising new patents	Name of the participants	Sr. Manager, Pharmacy	20 mins
11: 20 am	Open House	All participants	All members	20 mins
11:40 am	Vote of Thanks	All participants	Director	10 mins.

Q1 – Write the minutes of the meeting for a meeting conducted to discuss the launch of a new toothpaste.

**Minutes of the meet**

Participants in the meeting: Mr. XY, Vice-President; Mr. A, Marketing Manager; Mr. B, Brand Manager; Mr. C, Sales Manager and Mr. XY's Secretary

Date: November 18, 2021

Meeting started at 12.00pm

Mr. B started the meeting and discussed the agenda.

Mr. XY intervenes and mentions how important is the product for the company.

Mr. A and Mr. B together presented a presentation on the USPs of the product.

Mr. B gave the ideas of marketing and how the launch should be.

Mr. XY gave his valuable inputs on how he wants everything should be.

Mr. C gives his prediction of sales figures and tells about some achievable goals.

The launch date is not decided yet and the next meeting was schedule for next week.

**Q2 - Write the minutes of the meeting for a meeting conducted to discuss the problems faced by the washing machine in the market that require change now.**

Participants in the meeting: Mr. B, Vice-President; Mr. A, Mr. C, Sales Manager and their Associates

Date: November 1, 2022

Meeting started at 2.00pm

Mr. C explains about the agenda of the meeting, and he talks about how people are facing issues using their product.

The associates have brainstormed few ideas about how the product can be changed according to the market requirements.

Mr. B listens to everyone carefully and shares his thoughts about changing the packaging too.

Mr. C agrees and informs that he will discuss with design team and share the appropriate designs with everyone soon.

The meeting concluded with few ideas that everyone is ready to explore and implement.

**Q3 - An organization ABC Co., had a quarterly sales meeting of Zone A, B, C & D. The senior management along with managers from all zones, Manager Sales & Marketing, Production Manager, Senior Manager Accounts and Tech-range Chief Engineer discussed various issues like health & safety update, product revision update, sales results & forecasts; Prepare minutes of the meeting with participants in discussion.**

**Participants in attendance:**

Managing Director,  
Zonal Managers,  
Manager Sales & Marketing,  
Product Manager,  
Senior Manager Accounts and  
Tech-range Chief Engineer.

**Date:** July 8, 20xx

**Meeting started** at 10:00 am.

**Participants:**

Ms. HT, MD, Mr. RK	Managing Director,
Mr. PL	Production Manager,
Mr. A K	Sales & Marketing Manager,
Mr. AS	(North Zone) and
Ms. DS	(West Zone), Zonal Heads, Marketing

**Mr RK, Managing Director** briefly introduced the agenda of the meeting i.e., update on health & safety issues, product revision, sales results & forecasts; new product launch, major accounts initiatives; new company car scheme, awards and incentive.

**Mr PL, Production Manager**

- Presented revised procedures for hazardous chemicals at New Delhi production plant. Same procedure will be followed in all production plants.
- Presented Product revision update about Tech-range Model 4 now has stand-by mode control.
- The product will be demonstrated next month.

**Mr A K, Sales & Marketing Manager** presented details about Sales in the previous quarter & gave targets to the Zonal Heads to be circulated to the Sales and Marketing Departments.

**Zonal Heads, Marketing**

- Mr. AS and Ms DS presented Sales forecast and Advertising/Marketing ideas and strategies.
- They presented the list of prospective clients and upcoming marketing activities.

**Ms S S, Production Manager along with Tech-range Chief Engineer**

- Presented details about new product range to be launched next month.
- Demonstrated the product performance data, USPs, benefits for key sectors, and details of launch promotion.

**Ms. HS Senior Manager Accounts**

- Budget Allocation
- Proposed session on cost cutting ideas across all sections in the organization
- With the permission of MD fixed it as chief agenda for next meeting

**MD delivered vote of thanks**

**Group to again meet on August 8, 20xx at same time**

Your company, primarily into FMCG has witnessed a steep rise in a consumer product over the last six months. You can mention the product as soaps, detergents, sanitizers etc. Prepare the minutes of the meeting for the same. Members in the meeting: Head of the Sales and Marketing, Product Head, Product lead and few team members.

### **Minutes of the Meeting**

Speakers involved were: Head of Sales and Marketing, the Product Head, Product lead, three members of the Sales team.

Date: 1<sup>st</sup> March, 2021

Meeting started at 10: 00 am.

Mrs. Rama Desai, Head of Sales and Marketing informed the agenda of the meeting i.e the steep rise in the sale of Hand wash (liquid) form.

Mr. Rahul Sharma, Product Head discussed the matter, appreciating the Sales and Marketing team. Suggested to come up with a new variant of the product in different fragrances and volumes.

Ms. Garima Thakur, Costing Head gave a detailed analysis of the figures observed in the last six months.

Her team including Mr. X, Mr. Y and Mr. Z elaborated on the market trends based on the usage of the particular product

All the participants agreed to the decision of introducing a new variant of the product and come back with a detailed report.

Conclusion Stated: ATR to be submitted by 7th March, 2021 to the Head of Sales and Marketing.