

**Q1 - Prepare the Minutes of a Meeting, presided by the Chairman of HKU Pvt Ltd, an FMCG company. The main agenda of the meeting was introducing a new product, fixing a cost, discussing the Sales and Marketing and the advertising strategies. Speakers involved were: the chairperson, the Product Head, the Sales Head and the Creative Director.**

### **Minutes**

XYZ Logistic Company

Marketing Team Meeting

April 16, 20XX

**Time/Meeting started at:** 10-11 A.M.

**Venue:** Conference Room-06

**In attendance:**

Chairperson

Product Head

Sales Head

Creative Director

(FMCG)

**Agenda:** Discussion on Sales , Marketing and the advertising strategies

**Mrs Kamla Murthy**, Chairperson, gave an introduction about the product range and the need to add more to retain the market share.

**Mr. Raju D, Product Head** spoke about the new product its USPs and explained how it was superior to similar products in the segment available in the market.

**Mrs. Usha Krishnan, Sales Head** gave a detailed analysis of costing, overheads and other miscellaneous expenses to market the product Ms. C and Ms. D

**Ms. Jennie Matthew, Creative director**, PR, spoke about advertising campaign. Also mentioned the cost involved.

Her team including Mr. X, Mr. Y, Mr. Z elaborated on the advertising strategies.

All the participants approved of the plan and appreciated it

**Madam Chairperson** declared an open house for participants to put up their concerns, and finally gave a vote of thanks.

**Conclusions stated.** Proposal for more funds put forward

**ATR** to be submitted by 10th Oct, 2018

**Q2 - he marketing Head of the XYZ Logistic Company, plans to conduct a meeting to review the effectiveness of plan & policies of the previous year and strategies for the next year to increase the profit margin of the company. (Participants should be from Sales and Marketing, Operations and Regional Manager). Prepare minutes of the meeting for the same.**

### **Minutes**

XYZ Logistic Company

Marketing Team Meeting

April 16, 20XX

**Time:** 10-11 A.M.

**Venue:** Conference Room-06

**In attendance:**

Mr, R. Gulati, Head, Operations, two senior members of his team (Ms. X and Mr. Y) ,

Mr. Amit Tyagi Head Sales and Marketing, two members of his team (Ms. Neha Kumari and Mr. P),

Mr. Prem Kishore, Regional Manager(Delhi/NCR) , four members of his team( Mr. A, Mr. B, Ms. C, Ms. D)

**Agenda:** Discussion to review the effectiveness of plans and policies for the previous year and next year

**Mr. R. Gulati**, introduced the agenda i.e., decline in business bookings in the past

**Ms. Neha Kumari**, gave a detailed presentation on analysis of the booking figures for the previous year.

**Mr. P** elaborated on new trends in marketing, target customers and their needs. one year.

**Mr. Gulati** suggested diversification into the 'Packers and Movers' segment at no extra cost to company. He emphasized optimal utilization of resources.

**Ms. X and Mr. Y** jointly presented a report suggesting ways and means to cut costs and maximize utilization of resources.

**Mr. Prem Kishore**, expressed his agreement. He suggested expansion by opening new branches in neighboring states. Discussed modalities for the same in terms of procuring office space (leased), more trucks, tempos, staff requirement, recruitments.

**Mr. A, Mr. B** presented details of procurement process.

**Ms. C and Ms. D** presented details of the recruitment process at all levels required.

**Mr. Gulati** declared the house open for deliberations.

The team members were requested to circulate the reports and collate suggestions of the department heads.

**Mr. Amit Tyagi** proposed a vote of thanks and declared the tentative date of next meeting to be held on May 05, 20XX for discussion of reports.

**ATR (Action Taken Report )**i.e. consolidated reports including suggestion for business expansion to be

**Q3 - An organization is introducing new products in the market. The senior management along with Manager Sales and Marketing, Customer Care and HR are discussing advertising and customer care strategies. Prepare minutes of a meeting with participants in discussion.**

**Answer** –

**Minutes:**

Participants in attendance: Managing Director, Senior Manager Sales and Marketing, Manager Customer Care, Manager HR

**Date:** April xx, 20xx

**Meeting started** at 11: 00 am.

**Mr. CM, Managing Director** briefly introduced the agenda i.e. to suggest measures to be introduced by the participating departments to popularize their product line

**Mr. SM, Senior Manager Sales and Marketing** proposed that advertising strategy should be focused on social media platforms such as You tube, Facebook, Instagram etc. He suggested

- small videos to be uploaded featuring actual users using the products in real time as a demonstration of the product. These users can be families of employees.
- small videos to be uploaded with the users endorsing the products, specifically discussing the quality parameters and ease of usage.
- Product review and feedback including product rating to be sought in writing from the users.

**Mr. MN, Manager Customer Care** proposed that a toll-free customer care helpline be initiated to render information about the products, their usage and grievance redressal. He further suggested to outsource the service to a call centre

**Mr. FA, Manager HR** expressed his concerns over monitoring and supervision of the outsourcing entity.

**Mr. CM directed Mr. MN and Mr. FA** to jointly prepare a concept paper on outsourcing, discussing its pros and cons and complete work details.

**ATR to be submitted by Mr. SM, Mr. MN and Mr. FA** in the next 10 days

latest by April xx,20xx.

Group to again meet virtually on May x, 20xxat same time.

**Q4 - You are a senior personnel of a food chain which has suffered severe losses due to the lockdown imposed in the country as a result of the virus pandemic. Prepare minutes of a meeting discussing the future plans with regards to uplifting the business. Include Director Sales and Marketing, Retail head, Supply Chain Head, Procurement Personnel and other senior members.**

**Answer** —

**Minutes of the Meeting**

**Participants in attendance:**

Director Sales and Marketing, Retail head, Supply Chain Head, Procurement Personnel and other senior members

**Date:** 12th October, 2020

**Meeting started at** 11: 00 am.

**Mr. SS, Director Sales and Marketing** informed the agenda of the meeting i.e lack of demand due to the pandemic and suggested tapping the local youth to popularize the joint.

**Mr. RV, Retail Head** expressed concern over the matter; discussed ways of increasing demand by opening new take-away outlets and free home delivery within 3 kms range.

**Mr. AP, Supply Chain Head** gave a detailed analysis of the raw material being over procured and suggested the stock be procured on daily basis from the local suppliers. To avoid wastage.

**Mr. AS , Senior Product Head** presented a detailed analysis of the customer demand in the past one month and suggested introducing combos, new finger- foods and snack items on the menu along with decreasing the size of each serving by 10% .

**Procurement team:** Proposed ways of effective delivery systems and aligning with the increased production. Patent laws also discussed.

**Mr. SS, Director Sales and Marketing** Gave a vote of thanks and appreciated the views and suggestions of members present.

All the participants agreed to the concern and come back with a detailed report.

**ATR** to be submitted by Oct 30, 2020 to the **Director Sales and Marketing**

**Q - You are Senior Manager in a company. Due to the pandemic, the company had to allow work from home to employees travelling long distances. Others residing close by to attend office thrice a week. Prepare minutes of a meeting discussing the arrangements and resources to be provided to employees.**

**Include the IT staff and supervisors.**

**Answer -**

### **Minutes of the Meeting**

#### **Participants in attendance:**

Senior Manager Accounts, IT head, IT Executive, Senior Executives (supervisors) Manager Client Relations

**Date:** April 3, 20xx

**Meeting started** at 11: 00 am.

**Mr. ST, Senior Manager Accounts** informed the agenda of the meeting i.e making arrangements to facilitate work from home and preparing a roster for others to attend office thrice a week.

Mr. RR, Mr. SD and Mr. MP Senior Executives presented details of their subordinate staff including their address and mode of transport (own or public)

**Mr. ST asked Mr. RR, Mr.SD and Mr. MP to**

- Prepare a roster for staff residing within 5 km radius from the office
- Circulate the same amongst staff members
- Plan a regular reporting system through mails and Whats App Groups about critical tasks
- Regular virtual meetings with the staff on Bluejeans/ Zoom
- Send a mail asking their staff to request for Laptops and plug-in internet devices OR They may carry their desktops home with prior approval from the IT section.
- Contact Mr. DR IT Executive, to assist them to remotely access their office desktop from their laptops from home in case of any exigency. Mr. ST asked Mr. RV IT Head to procure at least 20 laptops with internet plug-ins to be given to the staff. Mr. RV to report to Mr.ST in 3 days.Mr. ST asked

**Mr. TR Manager Client Relations**, to prepare a list of deliverables to various clients and to share complete details regarding outstanding payment to be received.

**Mr. ST** delivered vote of thanks.

ATR to be submitted **by Mr. RR, Mr SD and Mr. MP, Mr. RV and Mr. TR to Mr. ST** by April 7, 20xx

Group to again meet virtually on April 8, 20xx at same time.

