

Round 3

Question 1

Email

Write an email to an existing client informing them about a new product that you are about to launch. (You work as a development executive at an FMCG company that specialises in skincare products)

Question 2

Email

Write an email to one of your existing clients asking them for sales leads for the new SaaS product launched from your company.

Question 3

Video

Tell me about a time when a conflict between two of your teammates was affecting the morale of the group. How did you handle it?

Question 4

Video

Recall a situation where you felt extreme pressure during an assigned task. How did you handle it?

Round 4

Question 1

Case Study

Name of the company: Icy Blast

Icy Blast is an Indian beverages company launched in 2010. It produces, distributes and markets various beverages, including ready-to-drink juices, hot chocolates, iced teas, coffees and smoothies. The company aims to produce healthy substitutes to the existing alternatives in the market. They majorly focus and cater their products to young adults providing them with a wide assortment of beverages at affordable rates.

Product Name: Zest fest

The company has recently launched pocket-sized pouches for all their variants. In an attempt to make their products more user-friendly, the company has launched them in smaller sizes for easy usage. To avoid excessive usage of plastic for production, the company has also used environmental packaging for their products.

INR 30

Maximum Discount: 20%

Client Name: Blue Cafeteria

Client description: Blue Cafeteria is a renowned cafeteria with multiple franchises in 24 colleges across Mumbai. Since 1998, the cafeteria has been partnering with colleges to set up their outlets within the campus for easy access to students.

What the client is looking for: The Blue Cafeteria is looking to expand its range of beverages and snacks.

- Prepare a sales pitch to be presented to Blue Cafeteria, to convince them to purchase 200 units of your new product.
- The client wants to purchase 100 units at INR 25 each. How will you increase the units for sale?
- The client intends to purchase 50 units at INR 26 of only one variant. How will you handle the sale?
- The client wishes to purchase 200 units at INR 20 each. How will you negotiate the price of the product?
- The client wants to purchase 250 units at INR 15 each. How will you handle the sale?