

**POST GRADUATE DIPLOMA IN
PHARMACEUTICAL SALES MANAGEMENT
(PGDPSM)**

**Term-End Examination
December, 2012**

MVE-006 : SALES MANAGEMENT

Time : 3 hours

Maximum Marks : 75

Note : *Attempt any five questions. All questions carry equal marks.*

1. (a) State the key dimensions of marketing and explain as to how are you going to use them to place your product in the market. 8
- (b) "Sales objectives are intended to direct the available sales resources to their most productive uses and serve as standards against which the actual performance is compared". Discuss. 7
2. (a) Identify the qualities of a good medical representative. 8
- (b) What do you mean by non-verbal communication ? How does it help in sales interaction ? 7

3. Explain the important variables that are to be kept in mind while developing an appropriate strategy for a presentation. 15
4. (a) Define 'sales promotion' and explain its various types. 7
- (b) "Before a new pharmaceutical product is launched, it undergoes many technical phases". Discuss. 8
5. (a) What are the commonly used tools for selecting the salesmen? Which one would you prefer and why? 7
- (b) Explain the factors that influence the design of compensation schemes. 8
6. (a) Discuss the process of developing a sales organisation. 7
- (b) Explain the basic components of sales reports that are common in all organisations. 8
7. (a) "For obtaining maximum productivity out of all sales territories it is essential that the sales force lay emphasis on its effective management". Explain as to how you will ensure it? 8
- (b) State the methods of setting sales volume quotas. 7

8. Write short notes on *any two* of the following :

(a) Personal selling process

7½x2=15

(b) Principles of display

(c) Motivation of sales force

(d) Sales Management Audit
