

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

**Term-End Examination**

**December, 2015**

**MVE-006 : SALES MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 75*

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

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1. Explain the stages in the formulation of sales strategy. 15
2. (a) What do you understand by the term 'Marketing'? Taking the example of any product, briefly explain the concept of 'marketing mix'. 7.5  
(b) Explain the societal marketing concept. 7.5
3. What considerations would you have for selecting a good Medical Representative (M.R) ? Explain. 15
4. What is a 'Sales Presentation' ? How would you go about planning the presentation strategy ? 15
5. (a) Explain the significance of Oral Communication and enlist the levels of Oral Communication. 7.5

- (b) What specific preparations would you make to meet a prospect for sales negotiations ? Explain. 7.5
6. (a) What is the significance of samples in pharmaceutical product promotion ? Explain the essential criteria for promoting a brand by samples. 7.5
- (b) What are the different types of middleman in pharmaceutical selling ? Explain. 7.5
7. (a) Explain the various types of financial and non - financial incentives which can be used for motivation of the sales force. 7.5
- (b) Enlist the parameters used to monitor the sales force. Explain any two. 7.5
8. Write short note on **any three** of the following :
- (a) Approaches for territory design. 5x3=15
- (b) Methods of sales budgeting.
- (c) Geographical specialisation of field sales organisation.
- (d) Methods of identifying training needs of sales persons.
- (e) Sales forecasting for new products.
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