

POST GRADUATE DIPLOMA IN
PHARMACEUTICAL SALES MANAGEMENT
(PGDPSM)

Term-End Examination

December, 2016

MVE-006 : SALES MANAGEMENT

Time : 3 hours

Maximum Marks : 75

- Note : (i) Attempt any five questions.
(ii) All the questions carry equal marks.

1. State various concepts of Marketing. Explain their distinguishing features. 15
2. (a) Briefly explain the AIDAS theory of selling. 10
(b) Enlist the various methods of identifying training needs of medical representatives. Explain any one in detail. 5
3. (a) Explain the different types of Sales Presentations. 7½
(b) Explain the principles of a good display. 7½
4. What do you understand by Personal Selling ? Discuss various stages of Personal Selling process. 15

5. (a) Explain the difference between written and Oral Communication. 7½
- (b) Explain the various elements of the communication process. 7½
6. (a) What is negotiation ? Explain the difference between selling and negotiating. 7½
- (b) Explain the three most common ways in which online product is purchased ? 7½
7. (a) How does a pharmaceutical product differ from a consumer product ? Explain. 7½
- (b) Enlist the various types of sales organisational structure. Explain anyone in detail. 7½
8. Write short notes on **any two** of the following : 7½x2=15
- (a) Relevance of budgeting in a pharmaceutical company.
- (b) Qualities of a good Medical Representative.
- (c) Importance of interpersonal communication.
- (d) Sales forecasting for a new product of a pharmaceutical company.
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