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

Term-End Examination

December, 2017

MVE-006 : SALES MANAGEMENT

Time : 3 hours

Maximum Marks : 75

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- Note :** (i) *Attempt any five questions.*
(ii) *All the questions carry equal marks.*
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1. (a) Explain the concept of marketing mix and its various components giving examples. 7, 8
(b) List and explain any eight qualities that a sales person must possess in order to be successful.

2. (a) Explain three types of non-verbal communication giving suitable examples. 6, 9
(b) Explain briefly any three types of sales presentations.

3. (a) Why monitoring is required for a sales representative ? Explain the different parameters used to monitor sales. 6, 9
(b) Explain any three quantitative criteria for setting performance of a salesperson.

4. (a) State the principles of window display which should be kept in mind by retailers. List the advantages of windows display. 9, 6
- (b) "The three most common ways in which online product is purchased are CPM (Cost Per Impression), CPC (Cost Per Click) and CPA (Cost Per Action). Discuss.
5. (a) Explain briefly the three major types of learning methods used for training of the sales force. 6, 9
- (b) Describe the two phases of the process of display management.
6. (a) Explain any three sources of recruitment of salesmen. 9, 6
- (b) Describe different types of middlemen.
7. (a) Explain briefly the concept of sales quotas and its various types. 8, 7
- (b) State the attributes of a good sales quota plan.
8. Write short notes on **any three** of the following : 5x3=15
- (a) Buying Formula Theory of Selling
- (b) Factors determining length of the channel of distribution
- (c) Characteristics of the sales job
- (d) Approaches to sales territory designing
- (e) Sales Management Audit
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