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

Term-End Examination

December, 2018

MVE-006 : SALES MANAGEMENT

Time : 3 hours

Maximum Marks : 75

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

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| 1. | (a) | What do you understand by the term 'Marketing' ? Explain the 'societal Marketing concept'. | 7 |
| | (b) | Taking the example of toothpaste, briefly explain the marketing mix elements. | 8 |
| 2. | | Explain the qualities of a good MR. | 15 |
| 3. | (a) | Differentiate between advertising and personal selling. | 10 |
| | (b) | Briefly explain the Distribution channels for a Pharma Product. | 5 |
| 4. | (a) | Briefly explain the elements of communication process, giving suitable examples. | 10 |
| | (b) | What is negotiation ? Differentiate between selling and negotiating. | 5 |

5. How would you plan a strategy for good presentation ? 15
6. (a) What are the essential features of good promotional tool ? Enlist any four visual tools used for promotion. 10
- (b) Why do pharma companies use samples as a promotional tool ? 5
7. Explain the factors influencing the design of compensatory schemes for sales force. 15
8. Write short notes on **any two** of the following : 7½x2=15
- (a) Methods of sales budgeting
- (b) Attributes of a good sales quota plan
- (c) Functional sales organisation
- (d) Methods of identifying training needs of sales force.
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