

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

Term-End Examination

December, 2019

MVE-006 : SALES MANAGEMENT

Time : 3 hours

Maximum Marks : 75

Note : (i) Attempt any five questions.

(ii) All the questions carry equal marks.

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| 1. | (a) | Explain the societal marketing concept giving suitable examples. | 5 |
| | (b) | Discuss the factors responsible for interdependence of sales and distribution. | 10 |
| 2. | (a) | Enlist the various theories of selling and discuss any one in detail. | 8 |
| | (b) | Explain the situations when personal selling becomes more relevant in a company. | 7 |
| 3. | (a) | Explain the various elements of the communication process, giving suitable examples. | 7 |
| | (b) | What are the levels of oral communication ? Discuss in detail any two of them. | 8 |
| 4. | (a) | Explain the different types of Sales Presentations for a pharma product. | 10 |
| | (b) | Explain the importance of analysing the audience in planning of presentation strategy. | 5 |
| 5. | (a) | What is window display ? What are its advantages ? | 7 |
| | (b) | Discuss the use of negotiation skills in pharmaceutical marketing. | 8 |
| 6. | (a) | Explain the factors influencing the design of compensation schemes of sales force. | 10 |
| | (b) | Enlist the various methods of identifying training needs of the sales force and explain any one of them. | 5 |
| 7. | (a) | What do you understand by Sales budget ? What is its purpose ? | 8 |
| | (b) | Suggest suitable recruitment sources for Medical Representatives and explain any one of them. | 7 |
| 8. | Write short notes on any two of the following : | | 7½x2=15 |
| | (a) | Requisites of a Medical Representative | |
| | (b) | Sales Management Audit | |
| | (c) | Centralisation Vs. decentralisation in Sales Organisation | |
| | (d) | Parameters used to monitor sales | |