

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

Term-End Examination

December, 2022

MVE-006 : SALES MANAGEMENT

Time : 3 hours

Maximum Marks : 75

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

1. What are the key dimensions of marketing ?
Discuss. 15

2. Briefly discuss the different kinds of selling situations prevalent in Indian companies. 15

3. Explain the Buying Formula Theory of personal selling with examples. 15

4. (a) How is written communication important for a Medical Representative/Salesman ?
Discuss. 10

- (b) What are the different types of sales presentations ? Which type is mostly followed by Medical Representatives (MR) ? 5

5. Write short notes on any **two** of the following : $7\frac{1}{2} + 7\frac{1}{2} = 15$
- (a) Principles of Negotiations
 - (b) Online Advertising
 - (c) Different Types of Middlemen
 - (d) Parameters used to Monitor Sales
6. (a) Explain the purpose of sales budget. 5
- (b) What are the methods of sales budgeting? 10
7. (a) Explain briefly the factors which determine the length of the channels of distribution. 5
- (b) How does marketing of a pharmaceutical product differ from that of consumer product? 10
8. Discuss the steps followed in territory planning. 15
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