

No. of Printed Pages : 2

MVE–006

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

Term-End Examination

December, 2023

MVE-006 : SALES MANAGEMENT

Time : 3 Hours

Maximum Marks : 75

Note : (i) Attempt any **five** questions.

(ii) All questions carry equal marks.

1. (a) The marketing concept has four major distinguishing features. Explain. $7\frac{1}{2}$
(b) What is the role of a Marketer ? Explain. $7\frac{1}{2}$
2. “An organisation sees and hears through the personal selling efforts of its sales representative.” Discuss the statement given above. 15
3. How does communication work ? Explain the various elements of communication process. 15

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[2]

4. (a) Explain the principles of Negotiation. $7\frac{1}{2}$
(b) Write the use of negotiation skills in pharmaceutical marketing. $7\frac{1}{2}$
5. Write short notes on any *three* of the following :
 $5+5+5=15$
- (a) Bargaining
(b) Public/Mass Communication
(c) Prospecting : first stage of personal selling
(d) Marketing Mix
(e) Rating scales
6. (a) Explain the contents of a sales report. $7\frac{1}{2}$
(b) Differentiate between direct and indirect compensation methods for sales force. $7\frac{1}{2}$
7. (a) Describe the meaning and importance of sales quotas. 5
(b) Explain the attributes of a good sales Quota Plan. 10
8. (a) Explain the methods of Sales Budgeting. $7\frac{1}{2}$
(b) Analyze the factors that favour centralization of sales activities. $7\frac{1}{2}$

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