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

Term-End Examination

June, 2017

MVE-006 : SALES MANAGEMENT

Time : 3 hours

Maximum Marks : 75

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

1. (a) What do you understand by Marketing ? **7½**
Explain the difference between Product Concept and Marketing Concept.
- (b) Taking any pharmaceutical product of your Choice briefly explain the marketing mix elements. **7½**
2. (a) What do you understand by the term New Product ? What training would you give to your MR for launching new products ? **5**
- (b) Discuss qualities of a good Medical Representative (MR) the various. **10**
3. What do you understand by negotiations ? **15**
Explain the various steps involved in negotiations.

4. (a) What is presentation ? Explain the various types of sales presentations. 7½
- (b) What is interpersonal communication ? Explain the different stages of developing interpersonal relationship. 7½
5. (a) Explain the features of a good promotional. 7½
- (b) What tool parameters would you use to monitor the performance of a MR ? 7½
6. (a) With the help of examples explain the reasons why sales territories are carved ? 7½
- (b) Explain the process of developing a Sales Organisation. 7½
7. (a) What do you understand by the term budgeting ? Explain the various methods of sales budgeting. 9
- (b) What is sales forecasting ? How would you forecast sales for a new product ? 6
8. Write short notes on any two of the following :
- (a) Handling of samples. 7½x2=15
- (b) Interdependence of sales and distribution.
- (c) Use of oral communication vis-a-vis non-verbal communication.
- (d) Territory design
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