

00823

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

Term-End Examination

June, 2018

MVE-006 : SALES MANAGEMENT

Time : 3 hours

Maximum Marks : 75

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- Note :*
- (i) *Attempt any five questions.*
 - (ii) *All questions carry equal marks.*
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1. (a) Explain the various stages involved in the marketing process. 6, 9
(b) Distinguish between personal selling and advertising.
2. Explain briefly the basic guidelines for effective presentation as suggested by Ron Hoff. 15
3. (a) Explain the principles of negotiation to be followed by a salesman. 6, 9
(b) What are the various skills required for a successful trainer ? Explain.
4. (a) How does product life cycle influence the compensation scheme for the sales force ? Explain. 8, 7
(b) Describe the criteria which must be kept in view while designing a sales force compensation package.

5. (a) Explain the various steps involved in scientific territory planning for the salesmen. 10, 5
(b) What are the factors to be considered for determining the sales territory for a salesmen ?
6. (a) Distinguish between line and staff organisation giving examples. 8
(b) Explain the role of a Sales Manager as a coordinator. 7
7. (a) Explain various methods of sales budgeting. 8, 7
(b) What are the steps required in systematic preparation of sales budget ?
8. Write short notes on **any three** of the following : **3x5=15**
(a) Determining the size of sales force
(b) Design Principles of Display
(c) Use of psychological tests as selection tool
(d) Societal concept of marketing
(e) Types of sales promotion
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