

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

Term-End Examination

00994

June, 2019

MVE-006 : SALES MANAGEMENT

Time : 3 hours

Maximum Marks : 75

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

1. Explain the following concepts of marketing giving suitable examples. 15
 - (a) Production concept
 - (b) Product concept
 - (c) Marketing concept

2. (a) What do you mean by oral communication ? What are the levels of such communication ? 8
 - (b) "First impression has more lasting effect in developing interpersonal communication." Do you agree with the statement ? Justify your answer. 7

3. (a) Explain the various types of sales presentations. 10

- (b) Explain 'Personal Aspects' for preparing a presentation. 5
4. Briefly explain the various steps involved in the negotiation process. 15
5. A fresh graduate has joined as 'MR' in your organization. How would you proceed to design and conduct his/her training programme ? 15
6. (a) What is Motivation ? What is the need for motivation of sales force ? 7
- (b) Explain the reasons for establishing Sales Territories. 8
7. What is the purpose of Sales Budgets ? Discuss briefly the different methods for Sales Budgeting. 15
8. Write short notes on any **two** of the following : $2 \times 7 \frac{1}{2} = 15$
- (a) Sales Forecasting for a New Pharmaceutical Product
- (b) Principles of Display
- (c) Methods to Improve Territory Productivity
- (d) Difference between Advertising and Personal Selling