

No. of Printed Pages : 3

MVE-006

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

Term-End Examination

June, 2021

MVE-006 : SALES MANAGEMENT

Time : 3 Hours

Maximum Marks : 75

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

(ii) All questions carry equal marks.

1. (a) Explain the importance of personal selling in the Indian context. $7\frac{1}{2}$
- (b) Explain the societal marketing concept. $7\frac{1}{2}$
2. Briefly explain the various steps involved in negotiation. 15

P. T. O.

[2]

MVE-006

3. (a) Distinguish between 'advertising' and 'personal selling'. $7\frac{1}{2}$
- (b) Explain briefly the techniques of interviewing candidates for selection of salesmen. $7\frac{1}{2}$
4. (a) What do you understand by the term 'Sales Display' ? State the objectives of sales displays as narrated by Lewison and Delozier. $7\frac{1}{2}$
- (b) Explain the term 'New Product' and the composition of its launching team. $7\frac{1}{2}$
5. "Although the basic structure of compensation plan may be similar across the companies, some factors do predominantly shape the structure of the companies' compensation plan." Discuss. 15
6. Describe the needs and objectives of monitoring the performance of sales force and mention the parameters for the purpose. 15

[3]

7. Identify the commonly used tools for the selection of salesmen and explain them briefly.

15

8. Write short notes on any *three* of the following :

5, 5, 5

- (a) Attributes of a good sales quota plan
- (b) Methods of identifying training needs of an organisation
- (c) The marketing concept
- (d) Improving territory productivity
- (e) Process of Developing Sales Organisation