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MVE-006

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

Term-End Examination

June, 2022

MVE-006 : SALES MANAGEMENT

Time : 3 Hours

Maximum Marks : 75

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

(ii) *All questions carry equal marks.*

1. (a) Describe the key decision areas in sales and distribution management. 10
- (b) Differentiate between personal selling and advertising. 5
2. (a) In communication, use of variety of media both written and oral is important. In view of the above statement explain the difference between written and oral communication giving examples. 10

P. T. O.

- (b) List and discuss the principles of effective presentation. 5
3. (a) What are the *three* natural reactions that are commonly observed in most people during the negotiation process ? Explain. 8
- (b) Write short notes on the following :
3.5 + 3.5=7
- (i) Posters, billboards and electrical displays
- (ii) TV, radio and other audio-visual media
4. (a) List and discuss the different types of middlemen involved in the marketing channel. 7
- (b) Discuss the basic principles of design. 8
5. (a) What is the importance of training for the sales personnel ? Explain the training process. 10
- (b) What are the different parameters used in the monitoring system for marketing pharmaceutical products ? 5

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6. (a) What are the approaches commonly used for designing the sales territories ? Explain. 10
- (b) How is sales forecasting for new products undertaken ? Discuss. 5
7. (a) Explain with examples the methods used for preparing sales budget. 10
- (b) What do you understand by AIDs theory ? Explain any *two* components of it. 5
8. Write short notes on the following : 3×5=15
- (a) Kinesics
- (b) Space : Proxemics
- (c) Voice and Non-Verbal Vocalisation