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MVE-006

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

Term-End Examination

June, 2024

MVE-006 : SALES MANAGEMENT

Time : 3 Hours

Maximum Marks : 75

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

(ii) All questions carry equal marks.

1. Explain the important variables for developing an appropriate strategy for a presentation. 15
2. What are the commonly used tools for selecting a salesman ? Explain any **one** of the selection tools. 15
3. Write short notes on any **two** of the following :

$7\frac{1}{2} \times 2 = 15$

- (a) Personal selling process
- (b) Principles of display
- (c) Sales management audit
- (d) Motivation of sales force

P. T. O.

4. (a) What criteria should be kept in mind while designing a sales force compensation package ? $7\frac{1}{2}$
- (b) What is motivation of sales force ? Explain the motivational needs. $7\frac{1}{2}$
5. Define “Interpersonal Communication” and explain the *four* stages of developing interpersonal relationship. 15
6. (a) List out the different steps in negotiation. Explain any *three* of them. $7\frac{1}{2}$
- (b) Discuss the types of middleman in Indian pharmaceutical distribution channel with the help of examples. $7\frac{1}{2}$
7. How are you going to use the five dimensions of marketing to place your product in the market ? 15
8. What are the factors to be considered for determining the sales territory for a medical representative ? Briefly discuss. 15