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

**Term-End Examination
December, 2011**

MVE-006 : SALES MANAGEMENT

Time : 3 hours

Maximum Marks : 75

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

1. (a) Discuss the significance and objectives of personal selling. 7.5x2=15
(b) Explain the AIDAS theory of selling

2. (a) Explain the Marketing Concept giving suitable examples. Distinguish between 'Marketing Concept' and 'Sales Concept'.
(b) "Societal Marketing improves the consumer's and society's well being".
Comment. 7.5x2=15

3. (a) Explain the concept of Marketing Mix with the help of suitable examples. 7.5x2=15
(b) Briefly explain the process of formulation of Sales Strategy.

4. (a) Discuss in detail the changing roles of sales persons in light of increasing importance of personal selling. $7.5 \times 2 = 15$
- (b) Discuss any ten qualities of a good medical representative (M.R).
5. (a) Explain the difference between written and oral communication. $7.5 \times 2 = 15$
- (b) Discuss the importance of non-verbal communication in personal selling.
6. (a) What is a Presentation ? Discuss various types of Sales Presentations. $7.5 \times 2 = 15$
- (b) Define negotiation. Discuss any 5 principles of negotiation.
7. (a) What is sales analysis ? Discuss various types of sales analysis techniques. $7.5 \times 2 = 15$
- (b) Explain the concept of sales quota. What are the objectives of setting sales quotas ?
8. Write short notes on *any three* : $5 \times 3 = 15$
- (a) Setting Sales Objectives
- (b) Distinction between Advertising and Personal Selling
- (c) Methods of identifying training needs
- (d) Importance of personal selling
- (e) Handling of samples.
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