

00489

POST GRADUATE DIPLOMA IN
PHARMACEUTICAL SALES MANAGEMENT
(PGDPSM)

Term-End Examination

June, 2011

MVE-006 : SALES MANAGEMENT

Time : 3 hours

Maximum Marks : 75

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

1. (a) Define Sales Management and identify its key decision areas that are particularly relevant to strategy formulation.
- (b) Discuss the importance of personal selling in overall scheme of marketing for pharmaceutical products.
2. (a) "Good communication is one of the important skills required for marketing a product." In the light of this statement explain the importance of communication for a sales person and identify the major elements of a communication process.
- (b) Explain the four stages of developing interpersonal relationship.

3. Discuss the three main theories of personal selling, and state as to which one usually forms the basis of sales presentations.
4.
 - (a) Explain the methods of setting sales volume quotas.
 - (b) State the advantages and limitations of line and staff sales organisation.
5. State the objectives of setting sales territories and explain the various steps involved in scientific territory planning.
6.
 - (a) "Non - financial incentives are an important component of motivation mix for the sales force." Discuss.
 - (b) Explain the methods of identifying training needs for sales persons, and state their limitations.
7. "Careful selection is important, but not essential, in building an effective sales force." Do you agree ? Give your views, and explain the use of psychological tests as a tool for selecting medical representatives.

8. Write short notes on *any two* of the following :
- (a) Marketing Cost Analysis
 - (b) Criteria for Designing a compensation scheme for sales force
 - (c) Window Display as a tool for sales promotion
 - (d) Channel levels used for pharmaceutical products in India
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