

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

Term-End Examination

December, 2013

MVE-006 : SALES MANAGEMENT

Time : 3 hours

Maximum Marks : 75

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

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1. (a) "Marketing has evolved over a period of time". Discuss. 8
(b) Taking the example of any pharmaceutical product of your choice, explain the various elements of marketing mix. 7
 2. (a) What are the qualities of a good Medical Representative (MR)? Explain briefly. 8
(b) Briefly explain the key decision areas in sales management. 7
 3. (a) What situations are more conducive for personal selling? Explain. 8
(b) What is the difference between advertising and personal selling? 7
 4. "Proper communication is very important for a salespersons". Discuss with reference to different elements of communication and different communication media. 15

5. (a) Explain the various types of sales presentations. 8
(b) Explain the AIDAS theory of selling. 7
6. (a) "Do you think that you need to prepare your selves thoroughly in advance for negotiations?" Give detailed process of preparation. 9
(b) Why do pharma companies prefer to distribute samples? 6
7. (a) Explain the various types of middlemen that facilitate the flow of goods and services from the manufacturer to the customer. 6
(b) What are the different methods of identifying training needs of salespersons? Describe any two of them. 9
8. Write short notes on *any three* of the following : 3x5=15
(a) Type of display.
(b) Types of Compensation.
(c) Line and staff organisation.
(d) Contents of a Sales Report.
(e) Attributes of a good Sales Quota play.
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