

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

00254

Term-End Examination

December, 2014

MVE-006 : SALES MANAGEMENT

Time : 3 hours

Maximum Marks : 75

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

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1. (a) What do you understand by the term marketing ? Discuss the marketing concept giving suitable examples.
 - (b) Explain the key dimensions of marketing. $2 \times 7 \frac{1}{2}$
 2. (a) Discuss the importance of personal selling with specific reference to the Indian context.
 - (b) Explain the AIDAS theory of personal selling. $2 \times 7 \frac{1}{2}$
 3. (a) Discuss in brief key elements in planning the presentation strategy.
 - (b) Discuss the significance of oral communication. Explain the various levels of oral communication in brief. $2 \times 7 \frac{1}{2}$

4. (a) What is negotiation ? Explain the difference between selling and negotiating.
- (b) Enlist the various steps of negotiations and explain any one in detail. $2 \times 7 \frac{1}{2}$
5. (a) Explain the advantages of handling of samples in any Pharmaceutical Product Promotion.
- (b) What is a window display ? Explain the principles of window display. $2 \times 7 \frac{1}{2}$
6. (a) Discuss the different types of middlemen that facilitate the flow of goods and services from the manufacturer to the customer.
- (b) Discuss the important design principles of an effective sales display. $2 \times 7 \frac{1}{2}$
7. (a) What is a sales report ? Discuss the basic components of a sales report.
- (b) Discuss the reasons why sales territories are established. $2 \times 7 \frac{1}{2}$

8. Write short notes on any *three* of the following : 3×5

- (a) Self Concept
 - (b) Hierarchy of Effects Model
 - (c) Detailing
 - (d) Prospecting
 - (e) Indirect Compensation
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