

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

Term-End Examination

February, 2021

MVE-006 : SALES MANAGEMENT

Time : 3 hours

Maximum Marks : 75

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

1. There are various concepts under which organisations conduct their marketing activities. Identify these concepts and explain them briefly. 15

2. (a) Define inter-personal communication and briefly explain the four stages of developing it.
(b) Explain briefly the four types of sales presentations. $2 \times 7 \frac{1}{2} = 15$

3. Discuss the planning and execution of sales displays. 15

4. (a) Explain any three quantitative criteria used for evaluating performance of salespersons.
- (b) Explain the Market Build Up Approach for territory designing with suitable examples.

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

5. Why is sales training a continual managerial activity ? Explain the methods used for identifying training needs. 15
6. State the purposes of setting sales quotas and explain how volume and financial quotas are set. 15
7. Explain the basic purposes a sales budget serves, and the methods used for sales budgeting. 15
8. Write short notes on any **three** of the following : 3×5=15
- (a) Online advertising
 - (b) Non-verbal communication
 - (c) Criteria for designing a compensation package
 - (d) Recruitment sources
 - (e) Significance of personal selling