

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

Term-End Examination

December, 2021

MVE-006 : SALES MANAGEMENT

Time : 3 hours

Maximum Marks : 75

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

1. (a) What are the key dimensions of Marketing? Explain any two.
- (b) Explain the role of a modern marketer with examples. *10+5=15*

2. (a) What are the factors to be taken into account for determining the type of Sales force/Medical representatives needed in the country?
- (b) What are the different communication strategies of selling followed by the sales representatives? Explain. Also mention the strategies being followed in pharmaceutical marketing. *8+7=15*

3. (a) Explain the Buying Formula theory of selling.
- (b) Explain the hierarchy-of-effects model with the help of a diagram. $8+7=15$
4. (a) What is Presentation ? Explain any two types of sales presentation.
- (b) State the importance of oral delivery. Briefly write the effective parameters of a good oral delivery. $10+5=15$
5. (a) What is a Negotiation ? State the differences between selling and negotiation.
- (b) Explain the essential features of a good promotional tool. $10+5=15$
6. Write short notes on any **two** of the following : $2 \times 7 \frac{1}{2} = 15$
- (a) Patterned/Structured Interview
- (b) Training Process
- (c) Trainers Ability
7. (a) What are the criteria to be kept in mind while designing a compensation package for the sales force ?
- (b) Explain some basic components common to sales reports in all organisations. $7+8=15$
8. (a) Explain the basic approaches used for designing the sales territories.
- (b) Briefly explain the attributes of a good sales quota plan. $10+5=15$