

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

**Term-End Examination**

**June, 2012**

**MVE-006 : SALES MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 75*

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

1. (a) Discuss the marketing mix for a company manufacturing a OTC drug. 7.5x2=15  
(b) Discuss in detail the key dimensions of Marketing.
  
2. (a) Discuss the various activities of a salesperson under different sales situations.  
(b) Discuss any ten qualities of a good Medical Representative (M.R.) 7.5x2=15
  
3. (a) Distinguish between Advertising and Personal Selling with suitable examples.  
(b) Discuss the various stages of personal selling process in detail. 7.5x2=15

4. (a) Explain the various elements in the process of communication with the help of a suitable diagram.  $7.5 \times 2 = 15$
- (b) Discuss the key principles for developing an effective presentation.
5. (a) List out the different steps in negotiation. Explain any three of them  $7.5 \times 2 = 15$
- (b) Explain the features of a good promotional tool.
6. (a) Discuss the type and nature of middlemen in Indian pharmaceutical distribution channels.  $7.5 \times 2 = 15$
- (b) Discuss various methods of identifying training needs of salespersons.
7. (a) Discuss the basic contents of a sales report
- (b) Identify the basic types of sales organisation structure and explain any one in detail.  $7.5 \times 2 = 15$
8. Write short notes on *any three* :  $5 \times 3 = 15$
- (a) Handling of Samples
- (b) Importance of Sales Quotas
- (c) Sales Analysis
- (d) Recruitment Sources of Salespersons
- (e) Territory Design
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