POST GRADUATE DIPLOMA IN PHARMACEUTICAL SALES MANAGEMENT (PGDPSM)

Term-End Examination

June, 2013

MVE-006 : SALES MANAGEMENT

Time : 3 hours *Maximum Marks : 75*

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

1. (a) State the various concepts of marketing and explain the distinguishing features of the 'marketing concept'. 8

   (b) Describe the changing role of sales persons in the modern context. 7

2. (a) "AIDAS Theory of selling is based on the premise that during a sales presentation, the prospect consciously goes through five different stages". Explain these stages briefly. 8

   (b) Define 'Interpersonal communication' and explain the four stages of developing interpersonal relationship. 7

3. (a) What are different types of sales 7
        presentations ? Explain them with an
        example of a product.

    (b) Distinguish between selling and negotiation, 8
        and state the various steps involved in the
        negotiation process.

4. (a) Why do pharmaceutical companies prefer 7
        sample distribution as a major component
        of their sales promotional efforts ?

    (b) What do you mean by 'channel of 8
        distribution' ? State the factors that
        determine the length of the channel.

5. (a) Explain briefly the various methods used for 8
        identifying the training needs of salesmen.

    (b) Discuss the methodology you will 7
        recommend for appraising the performance
        of medical representatives.

6. "Non - financial incentives have become an 15
    important component of the motivation mix of a
    company." In the light of this statement and the
    surveys conducted in pharmaceutical industry in
    India, discuss the unconventional factors that
    make a special mark on sales force motivation.

7. (a) Explain the various methods of sales   7
        budgeting.

    (b) "The role and functions of a sales executive   8
        have undergone a marked change over a
        period of years". Discuss.

8. Write short notes on *any two* of the following :

                                            7½x2=15

    (a) Interdependence of sales and distribution

    (b) Essential features of a good advertising copy

    (c) Approaches of territory design

    (d) Importance of setting sales quotas

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