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MVE-006

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

Term-End Examination

June, 2014

MVE-006 : SALES MANAGEMENT

Time : 3 hours

Maximum Marks : 75

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

1. (a) What do you understand by the term 'Marketing' ? Briefly explain the 'Societal Marketing Concept'. 8
- (b) Explain the inter-dependence of Sales and Distribution management. 7
2. (a) Explain the term 'New Product'. How is it launched ? What training would you impart to the medical representative for the launch of new product ? 9
- (b) Explain the principles of a good display. 6
3. (a) Explain the various techniques of interviewing used for selection of salespersons. 8
- (b) Identity the various steps in the training process and briefly explain the different areas of sales training. 7

4. (a) What is oral communication ? Explain its significance. 8
- (b) Explain the different types of Sales Presentations. 7
5. (a) Explain the influence of Product Life Cycle (PLC) on shaping the structure of Compensation Plan. 8
- (b) Explain the need and purpose of monitoring. 7
6. (a) How would you do sales forecasting for new products ? 6
- (b) What is territory management ? Explain the steps involved in territory planning. 9
7. (a) Explain the basic purpose of Sales organisation. 8
- (b) What is “prospecting” ? Discuss its importance in personal selling. 7
8. Write short notes on any *three* of the following : 3×5=15
- (a) Qualities of a good medical representative
- (b) Difference between personal selling and advertising
- (c) Principles of negotiations
- (d) Methods of Sales Budgeting
- (e) Marketing mix
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