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

**Term-End Examination**

**June, 2016**

**MVE-006 : SALES MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 75*

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

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1. (a) Differentiate between the 'product concept' and the 'marketing concept' giving suitable examples. 7.5
- (b) Explain the situations that are conducive for personal selling. 7.5
2. (a) Explain the AIDAS theory of selling. 7.5
- (b) What is the importance of written communication for a medical representative ? 7.5
3. (a) Explain the typical structure of a sales presentation giving suitable examples. 7.5
- (b) What is negotiation ? Enlist the different steps of negotiation and explain any two. 7.5

4. (a) What is a window display ? Explain its significance in retail pharmacy. 7.5
- (b) What is a sales quota ? Explain any two methods of setting sales volume quotas. 7.5
5. (a) Enlist the frequently used sources for recruitment of salespersons and explain any two of them. 7.5
- (b) Explain the various abilities a successful trainer needs to possess. 7.5
6. What are the various types of compensations for sales force ? Explain the factors influencing the design of compensation schemes. 15
7. (a) Discuss the type and nature of middlemen in Indian Pharmaceutical distribution channels. 7
- (b) Discuss the contents of a Sales Report. 8
8. Write short notes on **any three** of the following : **3x5=15**
- (a) Methods of sales budgeting
- (b) Sales Analysis
- (c) Territory Design
- (d) Process for developing sales organisation
- (e) Pre-launch exercise for pharmaceutical product launch