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MVE-006

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

Term-End Examination

June, 2020

MVE-006 : SALES MANAGEMENT

Time : 3 Hours

Maximum Marks : 75

Note : (i) Attempt any five questions.

(ii) All questions carry equal marks.

1. Explain the different concepts of marketing giving suitable examples. 15
2. (a) What is Sales Presentation ? Explain the various types of sales presentation. 10
- (b) Differentiate between Written and Oral Communication. 5

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3. (a) Differentiate between Advertising and Personal Selling. 10
- (b) Enlist the qualities of a good medical representative. 5
4. What is Negotiation ? Explain the various steps of negotiation. 15
5. (a) What are the objectives of sales displays of UTC products ? How are these objectives achieved ? 10
- (b) Why pharma companies prefer to distribute samples ? 5
6. (a) Describe guidelines for interviewing for selection of medical representative. 8
- (b) What is the logic for training ? Outline the training process. 7
7. (a) Differentiate between direct and indirect compensation methods for sales force. 8
- (b) Explain the contents of a sales report. 7

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

$7\frac{1}{2}$ each

- (a) Methods of sales budgeting
- (b) Need for sales organisation
- (c) Need for sales quotas
- (d) Methods of sales budgeting