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MVE-006

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

Term-End Examination

June, 2023

MVE-006 : SALES MANAGEMENT

Time : 3 Hours

Maximum Marks : 75

Note : (i) Attempt any **five** questions.

(ii) All questions carry equal marks.

1. "Marketing has evolved through a period of time." Discuss. 15
2. Briefly explain the various steps involved in the personal selling process. 15
3. How does interpersonal communication help in smooth functioning of the organisation ? Briefly discuss. 15
4. (a) What is the importance of oral delivery in pharmaceutical selling ? Write the effective parameters of a good oral delivery. 10

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- (b) What is signalling behaviour in negotiation ? 5
5. Write short notes on any *two* of the following :
- $7\frac{1}{2}+7\frac{1}{2}=15$
- (a) Essential criteria for promoting a brand by samples.
- (b) Theme Displays.
- (c) Structured *vs.* Non-structured Interview.
- (d) Types of Indirect Financial Compensation.
6. (a) Enlist the contents of sales report. 5
- (b) What are the factors to be considered for determining the sales territory for a Medical Representative. 10
7. (a) Explain the meaning and importance of sales quota. 10
- (b) Enlist the attributes of a good sales quota plan. 5
8. Briefly explain how sales analysis as a method of sales control is helpful in effective functioning of an organisation. 15