

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

Term-End Examination

June, 2015

MVE-006 : SALES MANAGEMENT

Time : 3 hours

Maximum Marks : 75

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

(ii) *All questions carry equal marks.*

1. (a) Explain the concept of Marketing Mix. Discuss the Marketing Mix for a consumer product of your choice. **7.5x2=15**
- (b) Explain in brief the process of formulation of sales strategy.
2. (a) Write short note on each of the following :
 - (i) Technical Sales **7.5x2=15**
 - (ii) Commercial Sales
 - (iii) Direct Sales
- (b) Discuss any five activities of a salesperson in sales situations.
3. (a) Explain in brief various elements of the communication process with the help of a suitable diagram. **7.5x2=15**
- (b) What is a presentation ? Discuss in brief the different types of sales presentations.

4. (a) Why do pharmaceutical companies use sample distribution ? Explain the essential features for promoting a brand by samples.
- (b) What is personal contact or detailing ? Discuss its main advantages. **7.5x2=15**
5. (a) Explain the various abilities of a trainer.
- (b) Discuss the nature of the sales job of a Medical Representative. **7.5x2=15**
6. (a) What is a sales report ? Discuss any five components of a sales report. **7.5x2=15**
- (b) What is a Sales Quota ? Discuss the basic principles of setting Sales Quota.
7. (a) Discuss the reasons why sales territories are established. **7.5x2=15**
- (b) Discuss the main purposes of a sales budget.
8. Write short notes on **any three** : **5x3=15**
- (a) Sales Analysis
 - (b) Functional sales organisation
 - (c) Importance of personal selling
 - (d) Setting sales objectives
 - (e) Self concept
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