

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

**Term-End Examination
December, 2010**

MVE-006 : SALES MANAGEMENT

Time : 3 hours

Maximum Marks : 75

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

1. (a) Define marketing and explain the various components of marketing mix.
(b) State the important qualities that a sales person must possess in order to be successful.

2. Discuss the real life principles of sales presentation as suggested by Ron Hoff.

3. (a) Distinguish between advertising and personal selling.
(b) "Owing to the increasing importance of personal selling in recent times, the role of salesman has undergone a sea change". Discuss.

4. (a) What is a sales budget ? Explain the basic purposes it generally serves.
(b) How can redesigning sales territories and allocation affect the profit contribution from sales territories? Explain with example.
 5. State the basic purposes for which a good monitoring system for sales force is designed, and explain the important Quantitative criteria used for assessing the performance of medical representatives.
 6. (a) How does product life cycle influence compensation scheme for the sales force? Explain.
(b) Explain briefly the three major types of programmes used for training of sales force.
 7. Explain the various sources used for recruitment of salesmen.
 8. Write short notes on *any two* of the following :
 - (a) Non-Verbal Communication (NVC)
 - (b) Attributes of a good sales quota plan.
 - (c) On-line advertising methods.
 - (d) Pre-launch exercise of new pharmaceutical product.
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