

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

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Term-End Examination

June, 2010

MVE-006 : SALES MANAGEMENT

Time : 3 hours

Maximum Marks : 75

Note : Answer any five questions. All questions carry equal marks.

1. (a) Explain the 'Societal Marketing Concept' giving suitable examples. Briefly discuss how this concept has evolved over a period of time.
(b) Explain the situations where personal selling is more relevant.
2. (a) Discuss any 8 essential requirements of a good Medical Representative.
(b) What is 'Prospecting'. Discuss the importance of prospecting in personal selling.
3. (a) Explain the difference between Advertising and Personal selling.
(b) Explain the various elements of the communication process.

4. (a) What do you understand by non-verbal communication ? How does it influence the sales interaction.
(b) Discuss different methods of sales control.
5. (a) Explain different types of sales presentations.
(b) What is Negotiation ? Briefly explain the different steps in Negotiation.
6. (a) Differentiate between centralized and de-centralized sales organisation.
(b) What are the essential features of good promotional tools ? Explain
7. (a) Describe the different types of middlemen in pharmaceutical distribution.
(b) What are the recruitment sources for recruiting sales persons ? Explain.
8. Write notes on *any three* :
 - (a) Trainer's abilities
 - (b) Approaches to territory design
 - (c) Compensation
 - (d) Evaluation of salesman
 - (e) Marketing mix.