

**POST GRADUATE DIPLOMA IN
PHARMACEUTICAL SALES
MANAGEMENT (PGDPSM)
Term-End Examination**

December, 2024

MVE-006 : SALES MANAGEMENT

Time : 3 Hours

Maximum Marks : 75

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

(ii) All questions carry equal marks.

1. How are you going to use the key dimensions of marketing to place your product in the market presuming that a drug is to be introduced in the market ? 15

2. (a) Discuss the factors responsible for interdependence of sales and distribution.

10

- (b) What are the factors to be considered for determining the number of medical representatives for a state ? 5
3. Explain the AIDAS theory of selling. 15
4. Write short notes on the following : 3×5=15
- (a) Kinesics
- (b) Space-proxemics
- (c) Paralanguage
5. (a) Mention the importance of oral delivery in pharmaceutical selling and write the effective parameters of a good oral delivery. 10
- (b) What are the different types of sales presentation ? Which type is commonly followed by Medical Representative ? 5
6. (a) Explain the *three* common ways in which online product is purchased. 5
- (b) What are the types of middlemen that facilitate the flow of goods and services from the manufacturer to the customer ? 5

- (c) Throw light on the basic principles of display. 5
7. Differentiate between the following :
- (a) Structured Interview and Non-structured Interview 5
- (b) Self-learning modules and On-the-job training 5
- (c) Centralisation *vs.* Decentralisation 5
8. What do you understand by Sales Quota ? Discuss the attributes of a good sales quota plan. 15

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