

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

Term-End Examination

December, 2025

MVE-006 : SALES MANAGEMENT

Time : 3 Hours

Maximum Marks : 75

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

(ii) All questions carry equal marks.

1. "Different organisations have different perceptions of marketing which have led to the formation of different concepts of marketing." Elaborate. 15
2. (a) What factors need to be considered for determining the number of medical representatives for a state ? 7
- (b) Describe the framework for joint decision-making in sales and distribution management. 8

3. “Due to the cutthroat competition, the role of a salesperson has undergone a sea change.”

Discuss. 15

4. Write short notes on any *two* of the following :

$$7\frac{1}{2} + 7\frac{1}{2}$$

- (a) Difference between Advertising and Personal selling
 - (b) Types of sales presentation
 - (c) Principles of negotiation
5. (a) What are visual tools ? Discuss their applications. $7\frac{1}{2}$
- (b) Discuss the *three* common ways in which online product is purchased. $7\frac{1}{2}$
6. (a) “Product launching meet is a part of promotional method.” Explain. 5
- (b) “Retailers play a critical role in the success of sales displays and hence require careful handling and proper motivation.” Discuss. 5

- (c) Discuss the learning styles/methods which are useful while designing a training programme. 5
7. (a) Discuss the criteria for designing a compensation package. Why is it essential to have an adequate compensation package for the company salesforce ? $7\frac{1}{2}$
- (b) “The monitoring of salesforce is closely related with the monitoring of sales.” Discuss. $7\frac{1}{2}$
8. What is the purpose of sales budget ? Explain the methods of sales budgeting. 15

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