

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

**Term-End Examination**

**June, 2025**

**MVE-006 : SALES MANAGEMENT**

*Time : 3 Hours*

*Maximum Marks : 75*

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

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1. (a) Explain the marketing concept and its features. 5  
(b) “The scope of activities of a salesperson in sales situation are diverse.” Discuss. 10
  2. “Personal selling is one of the important components of marketing.” Discuss the various steps involved in the selling process highlighting the importance of each. 15

3. Write short notes on the following :  $3 \times 5 = 15$ 
  - (a) Purpose of sales budget
  - (b) Workload approach for designing sales territories
  - (c) Contents of a Sales Report
4. What do you understand by Oral Communication ? Explain its significance and types with the help of examples.  $5 + 10$
5. Differentiate between the following :  $3 \times 5 = 15$ 
  - (a) Personal selling and Advertising
  - (b) Product situation and Market situation conducive for personal selling
  - (c) Canned presentation and problem solving presentation
6. What is Negotiation ? Explain the different steps of negotiation briefly.  $5 + 10$
7. How is Information Technology and Internet used as tools in sales promotion ?  $15$
8. (a) Explain how displays can be managed effectively.  $10$ 
  - (b) How do sponsoring organizations encourage and motivate retailers in conduct of sales displays ?  $5$

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