

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

June, 2026

MVE-006 : SALES MANAGEMENT

Time : 3 Hours

Maximum Marks : 75

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

(ii) All questions carry equal marks.

1. “Marketing is a concept as old as business itself, but as a subject it is still of recent origin and evolving.” Elaborate. 15
2. (a) Comment on the growing importance of personal selling and discuss in detail the situations when personal selling in a company becomes more relevant. 8

- (b) Explain the Buying-Formula theory of selling. 7
3. “Communication is complete when the receiver understands in the same sense what the sender wished to communicate.” In light of above, discuss the various elements of typical communication process. 15
4. Differentiate between the following : $3 \times 5 = 15$
- (a) Canned presentation *vs.* Planned presentation
 - (b) Selling *vs.* Negotiation
 - (c) Affiliate marketing *vs.* Contextual advertising
5. Write short notes on any *three* of the following : $3 \times 5 = 15$
- (a) Different types of middleman
 - (b) Design principles
 - (c) Guidelines for interviewing
 - (d) Learning methods

6. What are the various types of compensation ?
Discuss the factors influencing design of
compensation package. 15
7. Explain the basic approaches used for
designing sales territories. 15
8. (a) What is a Sales Quota ? Explain why
sales quota is significant ? 10
- (b) Discuss the attributes of a good sales
quota plan. 5

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