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M. PHARM
(SEM II) THEORY EXAMINATION 2018-19
PHARMACEUTICAL SALES AND ADVERTISING MANAGEMENT

Time: 3 Hours**Total Marks: 70****Note: 1.** Attempt all Sections. If require any missing data; then choose suitably.**SECTION A****1. Attempt all questions in brief. 2 x 7 = 14**

- a. Enlist the qualities of a competent salesman.
- b. What do you mean by market demand?
- c. Define sales force.
- d. Advertisement is essential. Justify.
- e. What do you understand by sales territories?
- f. Advertising budget affects product cost. Comment.
- g. What is brand equity?

SECTION B**2. Attempt any three of the following: 7 x 3 = 21**

- a. Explain the process of personal selling.
- b. Discuss the various techniques of analyzing market demand and sales potential.
- c. Evaluating sales force performance is essential. Justify.
- d. Explain the Social, legal and regulatory factors in advertising.
- e. Discuss perceptual mapping of customers.

SECTION C**3. Attempt any one part of the following: 7 x 1 = 7**

- (a) Explainsales management process and role of sales manager.
- (b) Discuss salesmanship. Explain its advantage and disadvantages.

4. Attempt any one part of the following: 7 x 1 = 7

- (a) Illustrate various techniques of sales forecasting.
- (b) Explain the processes involved in formulating selling strategies.

5. Attempt any one part of the following: 7 x 1 = 7

- (a)Discuss the process of recruitment and selection of sales force.
- (b) Explain the techniques involved in training and compensating the sales force.

6. Attempt any one part of the following: 7 x 1 = 7

- (a) Word of mouth advertising is the effective tool of advertisement. Comment.
- (b) Explain the purpose and function of advertising.

7. Attempt any one part of the following: 7 x 1 = 7

- (a) Explain "art of copywriting".
- (b) Discuss the importance of image and personality.