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Roll No

MPY-204(PCM)

M.Pharmacy II Semester Examination, June 2020

Pharmaceutical Product Sales Management

Time : Three Hours

Maximum Marks: 70

Note: i) Attempt any five questions.

ii) All questions carry equal marks.

1. Define sale forecasting. Discuss the role and importance of sales forecasting along with its techniques.
2. Write down the significance of promotion for achieving business goals. Discuss the important elements of IMC.
3. Discuss the various level of sales management process. What is the role sale force management?
4. IT has transformed the mechanism of Indian retail sector, comment.
5. Write down the essential elements of 'Strategic Decision Making'. Discuss the strategic management process.
6. Discuss the role of 'Information Technology' in retail sale management.
7. Discuss the techniques of motivating sales force and evaluating sales force performance.
8. Write down a note on current retail format also suggest best strategies for pharmaceutical retail management.
