IIHMR UNIVERSITY

School of Pharmaceutical Management

Master of Business Administration

Pharmaceutical Management

Batch-08th (2016-2018) Second Year

Sales and Distribution Management

Term Examination

Time - 3 Hour	**MM-70**

The question paper contains 4 printed page.

SECTION A (35 Marks)

Instructions for sections A:-

ALL QUESTIONS ARE COMPUSORY IN SECTION A

Q1. Describe the following briefly **(Any two)** **(2.5x2=05)**

i. Effective negotiation process
ii. Lasswell's communication model
iii. Sales presentation skills
iv. Role of computers in customer relationship management

Q2. What are the salient characteristics of modern selling which distinguishes it from the traditional selling? Support your answer with examples. **(1x10=10)**

Q3. Explain the various Sales presentation methods which forms an integral part of the sales presentation process. Support your answer with flow diagrams and appropriate examples. **(1x10=10)**

Or

Define the term Sales Management. Enumerate in brief the basic key elements of sales management. Cite proper examples wherever necessary

Q4. Solve the following Case study: - **(1x10=10)**

Omega-3 long-chain polyunsaturated fatty acids such as docosahexaenoic acid (DHA), eicosapentaenoic acid (EPA), and alpha-linolenic acid (ALA) are very popular within the dietary supplement sector for their ability to help maintain normal heart function (EPA and DHA), normal blood cholesterol levels (ALA), and eye and brain health benefits (DHA). However, the propensity of omega-3 oils to turn rancid and develop a characteristic fishy smell and taste may negatively impact consumer appeal.

Fish oils were traditionally served as liquids, with consumers taking a spoonful a day. However, the associated taste, and propensity for reflux giving an unpleasant aftertaste, made those products off-putting for many. The taste would often be described as rancid, which is caused by the natural oxidation of the molecules, which may be accelerated by the presence of trace metals or enzymes within the oil.

For over 80 years, softgels have been an ideal dosage form for omega-3 oils. Softgels are liquid filled soft capsules that are produced using the rotary-die encapsulation process invented by Robert Pauli Scherer in the 1930s. The shells are typically comprised of gelatin, water, and plasticizers such as glycerin or sorbitol. They can also include colors, opacifiers, and flavors to give specific effects and distinctive market properties. Advances in formulation technologies have led to the development of non-animal derived shell material for vegetarian alternatives.

In the highly competitive market of dietary supplements, new innovations around dosage forms can increase the appeal of products among consumers. Dose forms that do not require water, such as chewable capsules, have large consumer appeal in general and especially for populations that have trouble swallowing, such as the elderly and young children. Formulations allowing for the development of such a product would require more concentrated fish oil ingredients and suitable taste masking additives, and could afford a step change for the specific market, similar to when softgels were introduced, replacing liquid dosing.

Question:

Briefly explain the different opportunities which you as a sales manager can carve out of the given information related to dietary supplements for creation of further business opportunities for your organization and give a working solution for implementing your ideas to real business solutions which could be implemented in the practical sales field.

Section B

Note: All questions are compulsory

Q1.Define the following sales metrics: (15)

1.Target Achievement

2.CAGR

3.PerCapita Per Month

4.Incremental Contribution

5.Contribution Index

6.YTD

7.MAT

8.Market Share of a Brand

9.Market Capitalization Index

10.COGS

11.ROI

12.Perofrmance spread

13.Rate of Cannibalization

14.MCI

15.Relative Market Share Index

2.You are the Zonal Sales Head of your company's pharmaceutical division. In the first six months performance(i.e. from April-Sept.), out of 5 Area Business Managers, 3 are outstanding performers(more than 105%) and 2 are mediocre (below 100%) and that is affecting your overall performance. Your company has invited you for review meeting at their corporate H.Qr's and has asked to prepare a Sales Achievement Strategy so that your overall performance should be 101% (i.e.cum March end).Kindly explain how will prepare the sales achievement strategy and what remedial measures you will recommend to the HO so that your over all achievement is 101%. (10)

3. You have joined Ambani Pharmaceutical company ,as a Sales Head, who has a vision to become a dominant category leader in Cardio-Diabetic segment. Prepare the :

a)Organogram for your field force

b)Compensation policy for all the levels

c) Detailed Recruitment and selection process with JD for all levels of field force

d) Sales Training program for the entire field force(as mentioned in the organogram) (10)

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