

JIIHMR UNIVERSITY
School of Pharmaceutical Management
MBA Pharmaceutical Management
Batch-09 (2017-2019) – 2nd Year

Sales and Distribution Management

Term Examination

Time - 3 Hours

MM-70

This question paper contains 3 printed pages.

SECTION A (35 Marks)

Instructions for sections A:-

ALL QUESTIONS ARE COMPUSORY IN SECTION A

Q. 1. Describe the following briefly (**Any two**) (2.5x2=05)

- a) Characteristics of modern selling
- b) Lasswell's communication model
- c) Retail communication in pharmaceutical sales

Q2. Discuss citing relevant examples essential activities of Sales Process (10)

Or

Enumerate on the importance of negotiation skills in sales management citing proper examples

Q3. Discuss the significance of personal selling for the organization involved in pharmaceutical business. Cite relevant examples in support of your answer. (10)

Q4. Solve the case study: **GLUCOSAMINE AND CHONDROITIN- A UNIQUE SALES PROPOSITION AS JOINT HEALTH SUPPLEMENT** (10)

Carlson Lab's new formula Carlson Glucosamine & Chondroitin with MSM provides three of the most beneficial joint nourishing nutrients in one supplement. Glucosamine and chondroitin in sulfate form are two of the most popular and most studied joint health supplements, and MSM (methylsulfonylmethane) is an excellent source of sulfur, which also promotes joint and cartilage health.

Carlson MSM sulfur, pure OptiMSM, is a premium, American-made MSM. Every batch is distilled for purity and undergoes the most rigorous analytical testing available, guaranteeing exceptional quality. Keep your joints healthy and strong with Carlson Glucosamine & Chondroitin with MSM.

Question:

Briefly explain the different opportunities which you as a sales manager can carve out of the given information related to Glucosamine and chondroitin used as joint health supplement, for exploring 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 (35 marks)
(All questions are compulsory)

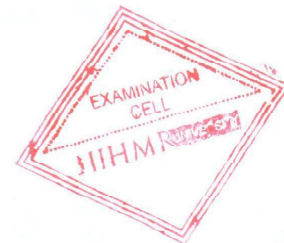
Q1. A Pharmaceutical company wishes to launch its new Energy drink division with 5 different flavors and three different pack sizes : 120ml; 200 ml and 300 ml; You have been appointed as the Sales head for the above new division. The CEO of the company has asked to submit your pan-India business operations plan with the following inputs: (10)

1. Organogram of the Sales organization
2. Total Size of the sales force with Job Descriptions
3. Sales Budget for 1 financial year
4. Type of the training program/s
5. "On the job training" agenda (with -need, objective/s and outcomes)

Q2. A newly inducted Science graduate joins your organization as a Medical representative. The new incumbent writes a mail to you (i.e. to the Sales Head of the organization) and narrates that he is facing lot of problems at the Doctors front and he is unable to handle the different faces and persona of the Doctors and because of this his interpersonal skills also becoming ineffective. Write a detailed mail to him and motivate him how he as a business professional can handle the various personalities of the Doctors. (10)

Q3. 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. Performance spread

13. Rate of Cannibalization

14. MCI

15. Relative Market Share Index

