

Name :

Student Admn. No :

School of Medical and Allied Sciences
Continuous Assessment Test (CAT) - 2018 Semester: Winter, 2017-18
[Programme : B.Pharm] [Semester: 8]

Course Code: LMR414
Course Title : Medical sales representative-II
Time : 1.30 Hrs
Max Marks : 50

Instructions : 1. Attempt any one from 15 Marks Questions
2. Attempt any two from 10 Marks Questions

S.No	Course Outcome	Knowledge Level	Question	Marks
1	CO 1	KL 3	Value the Patient-Physician relationship.	5
2	CO 1	KL 3	Validate the Resume writing.	15
3	CO 1	KL 3	Validate the Interview question and answers.	15
4	CO 1	KL 3	Evaluate the information about product and competitor.	5
5	CO 2	KL 3	Asses the deliver presentations to doctors.	5
6	CO 2	KL 3	Evaluate Sales in life sciences.	10
7	CO 2	KL 3	Value the sell and promote medical products and services.	10
8	CO 2	KL 3	Evaluate the Sales Approaches in Pharma.	10