



Medical Sales Representative Final Assessment Set1

1. How does a medical sales representative (MSR) brief the technical data during meetings?
 - a. By presenting customers profile
 - b. **By presenting product literature**
 - c. By presenting a list of customers met
 - d. By presenting the number of visits made

2. Who is the key contact person in a hospital to be consulted for sales improvement?
 - a. HR in-charge
 - b. Administrative staff
 - c. **Purchase in-charge**
 - d. Nursing staff

3. Who is the contact person at the front office in a hospital?
 - a. Medical representative
 - b. Doctor
 - c. Nurse
 - d. **Receptionist**

4. What should an MSR do when a physician looks convinced with the product?
 - a. Leave, with a promise to return soon
 - b. Understand the doctor's likes and dis-likes
 - c. Continue with the product knowledge
 - d. **Request him to prescribe the product**

5. How can a person become a successful medical representative?
 - a. Complete sales on time
 - b. Good communicating skills
 - c. Regular contact with patients
 - d. **Good network with dealers and pharmacies**

6. How should the latest clinical data be presented to a health care professional?
 - a. By highlighting the offers on the product, if purchased
 - b. By explaining cost impact against competitor product
 - c. **By emphasizing on the salient features of the product**
 - d. By comparing the data against competitor product

7. What type of data should be discussed with health professionals during presentation?
- Latest market data
 - Personal data
 - Product data
 - Latest clinical data**
8. What should an MSR do to improve his professional knowledge?
- Read educational literature
 - Read latest pharma publications**
 - Interact with patients
 - Visit hospitals regularly
9. Which of the following should an MSR refer to for general information about drug regulatory requirements?
- The Narcotic Drugs and Psychotropic Substances Act
 - Drugs (Price Control) Order
 - The Drugs and Magic Remedies act
 - Central drugs standard control organization**
10. What is the full form of FDA?
- Fever and Diabetes Administration
 - Food and Drug Administration**
 - Fetor and Dental Administration
 - Fatality and Disease Administration
11. Who controls the Pharmacovigilance regulations on adverse drug reaction events in India?
- Central Drugs Standard Control Organization (CDSCO)**
 - National Pharmaceutical Pricing Authority (NPPA)
 - Indian Council for Medical Research (ICMR)
 - Central regulatory Affairs Division (CRAD)
12. To which of the following should an MSR sell medicinal products?
- All pharmacies in the area
 - Registered pharmacy only**
 - Any new pharmacy
 - Retail shops

13. How can market information on pricing of competitors' product be gathered?
- By contacting the competitor's head office
 - By discussing with the distributor**
 - By discussing with the pharmacist
 - By contacting the competitor's representative
14. What is the best method to gather information on competitor's delivery schedules?
- Monitoring promotional camps
 - Monitoring distributor activity**
 - Monitoring selling activity of pharmacist
 - Monitoring prescriptions of the doctor
15. Whose activity should be monitored by an MSR?
- Doctor's activity
 - Patient's activity
 - Competitors' activity**
 - Hospital staff activity
16. Which is the best used method to find out competitors' pricing?
- Search engine**
 - Newspaper
 - Friend's network
 - Manual survey
17. How is health service activity monitored in a specific area?
- By attending conferences
 - By following local news papers
 - By interacting with the pharmacist**
 - By reviewing medical journals
18. Which one of the following is a method to identify potential client base?
- Conduct dealers meet
 - Attend regional conferences
 - Monitor health service activity of an area**
 - Identify lacunas in competitors product

19. Where should an MSR monitor health service activities?
- All areas which are accessible
 - Within specific allotted area**
 - Hospitals in other geographical areas
 - Pharmacies in other geographical areas
20. Which one of the following is an after sales service to a health service center?
- Explaining the standards
 - Arranging appointments with doctor
 - Identifying prospective customers
 - Delivering pending orders**
21. What is the basis of recommending changes to the company's products and services by an MSR?
- Interrogation of patients
 - Analysis of market data**
 - Taking inputs from subordinates
 - Considering discounts offered
22. Which data should be analyzed for product improvement suggestions?
- NGO and social work information
 - Employee opinion on the popularity of product
 - Product specific market information**
 - Data generated from corporate social responsibility activity
23. How can a retail chemist prescription audit (RCPA) help an MSR to improve business performance?
- It helps allocate extra visits to the respective area
 - It helps to negotiate product pricing against competitor
 - It helps to analyze purity of the product sold
 - It helps to recommend required changes in the product**
24. What helps the company to change its products and services?
- Advertisement
 - Feedback from customer**
 - Latest news
 - Distributor behavior

25. What factors are considered while preparing a travel plan to an outstation location?
- Availability of patients, dealers and nurses
 - Availability of doctors, patients and stockist
 - Availability of colleagues, doctors and subordinates
 - Availability of doctors, pharmacists and dealers**
26. How is an appointment with the doctor arranged?
- By calling the pharmacist and ensuring doctor's availability
 - By sending an email regarding the date and month of the visit
 - By calling the doctor and confirming his availability**
 - By informing the front officer to take doctor's appointment
27. With whom does a medical representative discuss the needs of the customer?
- Manager
 - Public
 - Doctor**
 - Receptionist
28. What strategies are developed to increase opportunities to meet and connect with contacts in the healthcare sector?
- Offer product subsidies
 - Offer free medical checkups
 - Exhibit advertising boards
 - Organize group events**
29. What is the purpose of using visual aids for product presentation?
- To avoid unwanted interactions
 - To exhibit knowledge on presentation skill
 - To please the customer
 - To increase presentation effectiveness**
30. What is the key factor to give product demonstrations to customers?
- To highlight the USP of the product**
 - To highlight the value of the product
 - To ensure that customers are happy
 - To state the type of technology used

