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**BPHARMA**  
**(SEM VIII) THEORY EXAMINATION 2021-22**  
**PHARMACEUTICAL MARKETING MANAGEMENT**

**Time: 3 Hours****Total Marks: 75****Note: 1.** Attempt all Sections. If require any missing data; then choose suitably.**SECTION A****1. Attempt all questions in brief.****10 x 2 = 20**

|    |   |
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| a. | Define marketing.   |
| b. | “Management is science or art or combination of both”, Justify              |
| c. | Differentiate between primary and secondary data.                           |
| d. | Illustrate the differences between marketing and selling.                   |
| e. | Define branding.  |
| f. | Suggest some important purposes of packaging.                               |
| g. | What are the fundamental differences between sales promotion and publicity? |
| h. | Define channel conflict.  |
| i. | Compare and contrast wholesalers and retailers.                             |
| j. | Classify the various roles of PSR.  |

**SECTION B****2. Attempt any two parts of the following:****2 x 10 = 20**

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|----|--|
| a. | Discuss the various factors of marketing environment which impacts the organizational success.   |
| b. | Elaborate the various stages of product life cycle and suggest the various strategies to be taken by a pharmaceutical house to sustain growth in various phases. |
| c. | Enumerate the various channels of distribution in pharmaceutical marketing. How will you select the most appropriate channel for distribution of drugs?          |

**SECTION C****3. Attempt any five parts of the following:****7 x 5 = 35**

|   |  |
|---|--|
| a | Explain the various factors influencing consumer behavior.   |
| b | Discuss the various basis of market segmentation. Write short note on “role of market research”.   |
| c | Narrate the various types of advertisement media you will consider for promoting a cosmetic product. Justify the factors which will have an impact on effectiveness of an advertisement. |
| d | Justify the role of professional sales representative. Highlight the process of selection and training of the sales representatives in a pharma organization.                            |
| e | Write short note on DPCO and NPPA  |
| f | Write short notes on: i. Rural Marketing ii. Global Marketing.   |
| g | Suggest some online promotional techniques for OTC Products.   |