



Paper ID : 250120

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Subject Code: BP803ET

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BPHARMA
(SEM VIII) THEORY EXAMINATION 2024-25
PHARMA MARKETING MANAGEMENT

TIME: 3 HRS

M.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

a.	What are the 4 Ps of marketing?
b.	Define NPPA.
c.	Who is a Professional Sales Representative?
d.	What is physical distribution management?
e.	Define pricing.
f.	What is vertical marketing?
g.	What is horizontal marketing?
h.	Define Product Positioning.
i.	What is Product Portfolio Analysis?
j.	Define Market Segmentation.

SECTION B

2. Attempt any two parts of the following:

2 x 10 = 20

a.	What is pricing? Explain the determinants, objectives and importance of pricing in detail.
b.	Discuss the importance of product branding. Explain the concept of product management in the pharmaceutical industry.
c.	Define marketing and its scope. State the importance of industry, competitor, and consumer analysis in marketing.

SECTION C

3. Attempt any five parts of the following:

7 x 5 = 35

a.	Write a detailed note on DPCO and NPPA and their role in pharmaceutical price control.
b.	Explain the purpose of detailing. Also describe the duties, selection, training, compensation and prospects of a PSR.
c.	Differentiate between wholesaler and retailer in the pharmaceutical product distribution. What are the functions of a wholesaler?
d.	Elaborate the various stages of product life cycle. Also state the strategies to be used to ensure success at each stage.
e.	Discuss in brief the process of selecting the appropriate marketing channel.
f.	Explain online promotional techniques for OTC products.
g.	Define market segmentation. How do you segment the pharmaceutical market? Discuss the criteria of market segmentation.