Roll No…….. **Total No. of Printed Pages: [01]**

Total No. of Questions: [13]

B.Pharmacy (Semester: 8th)

PHARMA MARKETING MANAGEMENT

Subject Code: BP803ET

Paper ID: [17170142]

Time: 03 Hours **Maximum Marks: 75**

Instruction for candidates:

1. Section A is compulsory. It consists of 10 parts of two marks each.
2. Section B consist of 9 questions of 5 marks each. The student has to attempt any 7 questions out of it.
3. Section C consist of 3 questions of 10 marks each. The student has to attempt any 2 questions.

Section – A **(2 marks each)**

Q1. Attempt the following:

a) Define marketing and its scope in the pharmaceutical industry.
b) Distinguish between marketing and selling.
c) What is market segmentation, and why is it important?
d) Describe the term 'product life cycle' in brief.
e) What is a promotional mix in pharmaceutical marketing?
f) Name two methods used in pharmaceutical promotion.
g) Define 'physical distribution management' and its significance.
h) What are the primary objectives of pricing in the pharmaceutical industry?
i) Mention any two duties of a professional sales representative (PSR).
j) Explain the term 'vertical marketing' in the context of emerging marketing concepts.

Section – B **(5 marks each)**

Q2. Discuss the importance of analyzing consumer and industrial buying behavior in pharmaceutical marketing.

Q3. Explain the role of market research in understanding the pharmaceutical market and consumer behavior.

Q4. Describe the concept of product portfolio analysis and its relevance to product decisions in the pharmaceutical industry.

Q5. Outline the stages of the product life cycle and discuss its importance in product management.

Q6. Discuss the various promotional methods used for Over-The-Counter (OTC) products and the factors influencing promotional decisions.

Q7. Explain the process of designing a pharmaceutical marketing channel and selecting appropriate channel members.

Q8. Describe the pricing methods and strategies commonly used in the pharmaceutical industry, highlighting the impact of DPCO and NPPA.

Q9. Explain the duties and responsibilities of a Professional Sales Representative (PSR) and the importance of training and supervision in this role.

Q10. Discuss the concept of rural marketing and its potential for growth in the pharmaceutical sector.

Section – C **(10 marks each)**

Q11. Describe the concept of product positioning and branding in the pharmaceutical industry. Discuss how branding and packaging influence consumer perception and product success.

Q12. Explain the determinants and strategies involved in pharmaceutical pricing. Discuss the challenges faced by the industry in pricing, with specific reference to DPCO and NPPA.

Q13. Discuss the impact of global marketing on the pharmaceutical industry. Explain how companies adapt to global marketing strategies, including issues in consumerism and industrial marketing.