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Total No. of Printed Pages: [01]

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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.