



PAPER ID-311146

Printed Page: 1 of 1

Subject Code: BP803ET

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BPHARM
(SEM VIII) THEORY EXAMINATION 2023-24
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.	Define marketing.
b.	Comment on some of the prescribing habits of physician.
c.	What do you understand by product branding.
d.	Discuss product life cycle.
e.	Quote the various determinants of promotional mix.
f.	Define personal selling.
g.	What is the importance of detailing.
h.	Mention any 2 tasks in physical distribution management.
i.	Discuss the objectives of pricing.
j.	Describe rural marketing.

SECTION B

2. Attempt any two parts of the following:

2 x 10 = 20

a.	Categorize the difference between marketing and selling. Write a brief note on market segmentation and targeting.
b.	Describe product portfolio analysis. Outline the various aspects of new product decisions.
c.	Write a brief overview on: i. DPCO ii. NPPA iii. Vertical and Horizontal Marketing

SECTION C

3. Attempt any five parts of the following:

5 x 7 = 35

a.	Write a detailed note on demographic descriptions and socio-psychological characteristics of the consumer.
b.	Discuss product management in pharmaceutical industry.
c.	Describe the various online promotional techniques for OTC Products.
d.	Summarize: i. Advertising ii. Sampling iii. Retailing
e.	Explain pharmaceutical marketing channels.
f.	Analyze the duties of Professional Sales Representative. What are the norms for customer calls.
g.	What are the major determinants of price. Explain different pricing methods.