



PAPER ID-311213

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Subject Code: BP803ET

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BPHARM
(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 do you mean by marketing environment?
b.	Define Market Segmentation.
c.	What is product branding?
d.	Define product portfolio.
e.	Enlist determinants of promotional mix.
f.	Define retailing.
g.	What are marketing channels?
h.	Mention norms for customer calls.
i.	What are objectives of pricing?
j.	Define consumerism.

SECTION B

2. Attempt any two parts of the following:

2 x 10 = 20

a.	Define Market research. Elaborate the role of market research in pharmaceutical marketing.
b.	How can we classify products? Discuss product line and product mix decisions.
c.	Discuss strategic importance and various tasks performed in physical distribution management.

SECTION C

3. Attempt any five parts of the following:

7 x 5 = 35

a.	What are the primary differences between consumer buying behavior & industrial buying behavior?
b.	What are the different stages of a product life cycle?
c.	What factors should be considered when allocating a promotional budget for new product?
d.	What are the key online promotional techniques used for OTC products?
e.	What are the various duties performed by PSR?
f.	Write a note on various pricing methods and strategies in pharmaceutical sector.
g.	Explain the role of the NPPA in drug pricing.