



PAPER ID-311933

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Subject Code: BP803ET

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BPHARM
(SEM VIII) THEORY EXAMINATION 2025-26
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.	Write the skills required for sale.
b.	Write the ways of best market analysis.
c.	Give the role of medical exhibition.
d.	Define promotional budget.
e.	Define NAPA.
f.	Define DPCO.
g.	Define promotion by mail.
h.	Define channel members.
i.	Define product life cycle.
j.	Define market strategies.

SECTION B**2. Attempt any two parts of the following:****2 x 10 = 20**

a.	Write a note on market segmentation & targeting.
b.	Write the duties of professional sales representative.
c.	Write the meaning, importance, objectives, and determinants of drug price.

SECTION C**3. Attempt any five parts of the following:****7 x 5 = 35**

a.	Write the problems associated with rural marketing.
b.	Write a note on product branding.
c.	Describe online promotional techniques for OTC products.
d.	Write the motivation and prescribing habits of the physician.
e.	Compare between consumer buying behaviour and industrial buying behaviour.
f.	Write the guidelines for packaging and labelling decisions.
g.	Describe compensation and future prospects of the professional sale representative.