

QP Code: 823006

Reg. No.....

**Eighth Semester B. Pharm Degree Regular Examinations May 2022
Pharmaceutical Marketing**

(2017 Scheme)

Time: 3 Hours

Max. Marks: 75

- *Answer all questions to the point neatly and legibly* • *Do not leave any blank pages between answers* • *Indicate the question number correctly for the answer in the margin space*
- *Answer all parts of a single question together* • *Leave sufficient space between answers*
- *Draw diagrams wherever necessary*

Essays

(2x10=20)

1. Explain the importance of market research in pharmaceutical market analysis
2. Explain the various promotional techniques for over the counter (OTC) products

Short Notes

(7x5=35)

3. Pharmaceutical distribution channels
4. Role of retailers in pharmaceutical marketing
5. Promotional mix
6. Selection, training and evaluation of a professional sales representative
7. Objectives and strategies in drug pricing
8. Importance of vertical and horizontal marketing in Pharma sector
9. Future prospects of professional sales representatives

Answer Briefly

(10x2=20)

10. Define product life cycle and mention its importance
11. Differentiate the qualitative and quantitative aspects of market research
12. Mention the importance of product portfolio analysis
13. Define marketing. Highlight the scope of marketing
14. Recall the formula for calculating the retail price of the drug as mentioned in Drug Price Control Order
15. State the importance of global marketing
16. Define Brand. Mention the need for product branding
17. Highlight the role played by retail pharmacist in pharmaceutical marketing
18. Enlist the tasks involved in physical distribution system
19. Methods of analysing consumer behavior.
