

QP Code: 823006

Reg. No.....

**Eighth Semester B. Pharm Degree Supplementary Examinations  
November 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 product promotion as a key strategic variable in pharmaceutical market
2. Explain the importance of portfolio analysis in pharmaceutical industry

**Short Notes**

**(7x5=35)**

3. Product life cycle and its significance
4. Role of Professional sales representatives in pharmaceutical marketing
5. Product management in pharmaceutical industry
6. Sales promotion techniques
7. Motivation and prescribing habits of a physician
8. Role of market research in marketing a drug product
9. Issues in pricing in pharmaceutical industry

**Answer Briefly**

**(10x2=20)**

10. Define global marketing and mention its importance
11. Differentiate selling and marketing
12. Mention the importance of designing a proper channel for distribution
13. Define product mix and highlight its importance
14. Recall the objectives of Drug Price Control Order (DPCO) and mention the main features of DPCO 2013
15. State the main functions of National Pharmaceutical Pricing Authority (NPPA)
16. Mention the advantages of product branding
17. Highlight effect of patient's choice of physician and retail pharmacist in pharma market
18. List the factors to be studied for an ideal product positioning
19. Write a note on the size and composition of Indian Pharmaceutical Industry

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