

QP Code: 823006

Reg. No.....

**Eighth Semester B. Pharm Degree Supplementary Examinations  
December 2023  
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. Elaborate about various scopes, concepts and functions of Marketing. Write about Marketing Research.
2. Explain in detail about product life cycle and new product development.

**Short Notes**

**(7x5=35)**

3. Discuss in detail about Industrial buying behavior.
4. Write about motivation and prescribing habits of physician.
5. Describe about personal selling, advertising and sales promotion techniques.
6. Discuss in detail about methods of determining budget for promotional expenditure.
7. Explain the importance and salient features of DPCO (Drug Price Control Order).
8. Evaluation, compensation and future prospects of professional sales representative.
9. Global marketing of pharmaceuticals.

**Answer Briefly**

**(10x2=20)**

10. Differentiate between marketing and selling.
11. List out types of consumer buying behavior.
12. Write a note on qualitative and quantitative aspect of market research.
13. What do you mean by product decision.
14. Write about product positioning.
15. Define promotional mix.
16. What is the significance of direct mailing.
17. Mention factors to be considered while selecting the channels.
18. What are the benefits of E-detailing.
19. Write about customer related objectives of pricing.

\*\*\*\*\*