

QP Code: 823006

Reg. No.....

**Eighth Semester B. Pharm Degree Regular/Supplementary
Examinations July 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. Explain the various strategies followed in price management in pharmaceutical industry
2. Explain the duties of Professional Sales Representatives (PSR). Add a note on compensation and future prospects of PSR's

Short Notes

(7x5=35)

3. Market segmentation and targeting
4. Role of consumerism in emerging pharma marketing
5. Determinants of promotional mix
6. Criteria for selection of appropriate channels for distribution management
7. Augmented product concept in Pharma sector
8. Horizontal marketing in Pharma sector
9. Boston matrix in product portfolio analysis

Answer Briefly

(10x2=20)

10. Mention the process followed for calculation and fixation of prices in Drug Price Control Order
11. Enlist the various qualitative aspects of market research
12. Mention the constitution and activities of National Pharmaceutical Pricing Authority
13. Analyse the importance of market research in understanding the pharma market
14. State any two advantages of advertising and personal selling in drug promotion
15. Discuss the importance of packing and labeling on the product
16. Highlight the role played by pharmacist in rural marketing
17. Write notes on physical distribution system
18. List the various methods for promotion of pharmaceutical products
19. Write a note on the demographic description of the pharma market
