

QP Code: 823006

Reg. No.....

**Eighth Semester B. Pharm Degree Regular/Supplementary
Examinations July 2024
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. Describe in detail about market segmentation and targeting.
2. Explain in detail about Product Policy decision, portfolio analysis and product positioning.

Short Notes

(7x5=35)

3. Explain the stages and types of consumer buying behavior.
4. Describe about size and composition of pharmaceutical market.
5. Explain about online promotion techniques for OTC (Over the Counter) products.
6. Discuss about motivation, compensation and future prospects of Professional Sales Representatives.
7. Issues in price management in pharmaceutical industry.
8. Distinguish between Rural and Global marketing.
9. Describe the role of medical exhibition in promotion.

Answer Briefly

(10x2=20)

10. Write about packing and packaging.
11. List out variables associated with demographic segmentation.
12. What are the stages in product life cycle.
13. Write about pharmaceutical labelling.
14. Write short notes on promotional budget.
15. What is the use of sampling in promotion of medicines.
16. Write the role of middlemen in distribution of goods.
17. Define the term branding.
18. Write the importance of pricing.
19. What is vertical marketing.
