

**QP Code: 823006**

**Reg. No.....**

**Eighth Semester B. Pharm Degree Supplementary Examinations  
November 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. Enumerate in detail about selection and training of professional sales representative.
2. Describe in detail about National Pharmaceutical Pricing Authority (NPPA).

**Short Notes**

**(7x5=35)**

3. Discuss about portfolio analysis.
4. Write about product positioning in pharmaceutical sector.
5. Elaborate about various methods for promoting advertisement and publicity.
6. Describe about product life cycle and methods for promoting new products.
7. Explain about various types and methods of selecting appropriate channels of distribution.
8. Discuss the salient features of DPCO.
9. Explain about emerging concepts in marketing.

**Answer Briefly**

**(10x2=20)**

10. Importance of market segmentation.
11. What are the various sources of marketing research.
12. What are the stages in new product decisions.
13. Write about pharmaceutical product management.
14. Write about sampling techniques used in medical promotion.
15. What is the use of journals in promotion.
16. Write short notes on pharmaceutical detailing.
17. Write about physical distribution management.
18. What are the determinants of pricing.
19. Define the term marketing. Mention the scope of marketing.

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