

QP Code: 823006

Reg. No.....

**Eighth Semester B. Pharm Degree Supplementary Examinations
October 2025
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 the different channels in distribution management and mention the conflicts to be considered while selecting them.
2. Explain different pricing methods and strategies.

Short Notes

(7x5=35)

3. Write about the marketing environment.
4. Discuss about the National Pharmaceutical Pricing Authority.
5. Explain various theories of motivation.
6. Write about global marketing.
7. Write about new product decisions.
8. Write a note on product positioning.
9. Explain on market segmentation and targeting.

Answer Briefly

(10x2=20)

10. Define Marketing and selling.
11. List factors influencing the choice of physician.
12. List the stages of the product life cycle.
13. Classify the pharmaceutical market.
14. What is consumer profiling.
15. What is retailing and mention its advantages.
16. Write the roles and responsibilities of distributors.
17. List the duties of professional sales representatives.
18. Write briefly on promotional budget.
19. Define pricing and mentioned its objectives.

CORRECTION / NO-CORRECTION FILE
--

QPCODE: 823006

Dated: 17-10-2025

Question No.19

Corrected as "Define pricing and mention its objectives".

Corrections/Modifications/Replacement of Questions if any shall be made available to all students. Take the print out of the Correction File in such cases and distribute to all students.

(Sd/-)

CONTROLLER OF EXAMINATIONS