



DR. BABASAHEB AMBEDKAR TECHNOLOGICAL UNIVERSITY, LONERE

End Semester Examination – Summer 2022

Course: B. Pharmacy

Sem: VIII

Subject Name: Pharma Marketing Management

Subject Code: BP803ET

Max Marks: 75

Date: 18/07/2022

Duration: 3:45 Hr.

Instructions –

1. All questions are compulsory
2. Answers to MCQs should be written in full sentences
3. Draw diagrams / figures wherever necessary
4. Figures to right indicate full marks

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Q. 1. Multiple Choice Questions (MCQs) = 20 x 1 = 20 (All the questions are compulsory)

1) is the term derived from the latin word MERCATUS.

- a) Market b) Management c) Retailer d) Consumer

2) The psychological factors influencing consumer behaviors are.....

- a) Motivations, perception, learning and attitudes
b) Culture, subculture
c) Reference group, family, roles and status
d) Culture

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3) NPPA was formed on _____.

- a) 29-Aug-97 b) Sept 29, 1997 c) 28-Aug-97 d) 29-Aug-98

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4) involves a face to face oral presentation.

- a) Advertising b) Publicity c) Sale promotion d) Personal selling

5) Consumerism had started in India in _____.

- a) 1969 b) 1970 c) 1971 d) 1968

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6) Government has notified the DPCO 2013 under the.

- a) Essential Commodities Act 1965 b) Essential Commodities Act 1955
c) Essential Commodities Act 1985 d) Essential Commodities Act 1975

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- 7) Heavy pharmaceutical machinery is sold to the consumer.
a) Direct selling b) Indirect selling c) Retailer d) Selling
- 8) The DPCO, 2013 was issued on.....
a) 01/01/2013 b) 03/03/2013 c) 19/09/2013 d) 15/05/2013
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- 9) Which is a method of pricing in which an organization tries to win loyal customers by charging low price for their high – quality product?
a) Mark-up pricing b) Transfer pricing c) Value pricing d) Going pricing
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- 10) MAPE not more than?
a) 100% b) 50 % c) 60% d) 80%
- 11) What are the key components of pharmaceutical marketing mix?
a) Product, Price, Place, Process b) Product, Price, Place, Priority
c) Product, Price, Place, Promotion d) Personnel, Price, Place, Process
- 12) Is the process of introducing the new employees is called as....
a) Induction training b) Promotional training c) Refresher training d) Job training
- 13) Brand is unique..... of product. <https://pharmacyindia.co.in/>
a) Identity b) Design c) Method d) None of these
- 14) The process that creates changes in behavior is called-----
a) Selective adaptation b) Learning c) involvement d) attitude adjustment
- 15) Micro environment includes....
a) General public b) Consumer c) Government d) All of these
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- 16) Strategy of product positioning is that it should be...
a) Meaningful b) Single minded c) Sustainable d) All of these
- 17) Which of the following activities are not covered by the marketing research?
a) Promotion policies b) Pricing policies c) Distribution policies d) Primitive policies

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18) The company may decide to launch a newer version of the same drug category at a higher price; it will be termed as....

- a) Decline Stage b) Upward line stretching
c) Downward line stretching d) Policy decision

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19) Creation of demand through information and persuasion is known as.

- a) Sales promotion b) advertising c) publicity d) demand

20) Each successful organization for developing the marketing network use.

- a) Consumer buying b) Buyer behavior c) Buying process d) Buying decision

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Q. 2. Long Answers) = 2 x 10 = 20 (Answer 2 out of 3).

1. Explain in detail about Pharmaceutical marketing channels.

2. Define pharmaceutical marketing, market segmentation and give an account on consumer behaviour.

3. What are the objectives of pricing and give an overview of Drug Price Control Order.

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Q. 3. Short Answers = 7 x 5 = 35 (Answer 7 out of 9).

1. Explain in detail about online promotional techniques for OTC products?

2. Discuss the various marketing environment.

3. Explain in detail product life cycle in marketing.

4. Elaborate product line and product mix decisions.

5. Explain in detail about duties of PSR and detailing.

6. Define Product decision and classify the products.

7. Explain in details about National Pharmaceutical Pricing Authority (NPPA).

8. Define market research and explain role of market research.

9. Elaborate market segmentation and targeting.

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