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DR. BABASAHEB AMBEDKAR TECHNOLOGICAL UNIVERSITY, LONERE
Supplementary Semester Examination – Winter 2023

Date: 06/01/2024 Saturday

Course: B. Pharmacy

Subject Name: Pharma Marketing Management

Max Marks: 75

Time: - 10.00 AM to 1.00PM

Sem: VIII

Subject code: BP803ET

Duration: 3 Hr.

Instructions:

1. All questions are compulsory
2. Draw diagrams / figures wherever necessary
3. Figures to right indicate full marks

D. Pharma University Exam Papers | B. Pharma University Exam Papers | GPAT,
NIPER, Pharmacist, Drug Inspector Exam Papers | Previous Year Exam Papers |
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Q. 1. Objective Type Questions (Answer all the questions) (10x2)= 20

- i. Define public relation and OTC products.
- ii. State the advantages of digital marketing.
- iii. Define channel of distribution and enlist its types.
- iv. What do you mean by pharmaceutical detailing? Write its importance.
- v. List the different members in pharmaceutical distribution channels.
- vi. Differentiate between marketing and selling.
- vii. What is role of NPPA?
- viii. What are the advantages of medical exhibition.
- ix. List out four functions of Wholesaler.
- x. Write the objective and scope of industrial Marketing

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Q.2. Long answers (Answers 2 out of 3) (2x10)= 20

- i. Define Pharmaceutical marketing and give an account of consumer buying behavior. Discuss the various marketing environments.
- ii. Define professional sales representatives (PSR). Describe the duties and responsibilities of PSR. Explain in detail selection and training of sales representatives.
- iii. Define pricing, explain its objectives and describe in detail different methods of pricing.

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Q.3 Short answers (Answers 7 out of 9) (7x5)=35

- i. Write an overview of DPCO (Drug Price Control Order).
- ii. Discuss in detail the different stages involved in product life cycle.
- iii. Give an overview of Personal selling and Advertisement.
- iv. Why is physical distribution management important for sales productivity? Discuss the tasks in physical distribution management.
- v. What is promotional mix? Discuss the various determinants of promotional mix.
- vi. Add a note on conflicts in channel.
- vii. Discuss in detail market segmentation.
- viii. Write a note on vertical and horizontal marketing in detail.
- ix. Give an overview of product line and product mix decision.

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