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Rajiv Gandhi University of Health Sciences, Karnataka
VIII Semester B. Pharm Degree Examination – 03-Jun-2023

Time: Three Hours
Marks

Max. Marks: 75

PHARM MARKETING MANAGEMENT

Q.P. CODE: 5035

Your answers should be specific to the questions asked

Draw neat labeled diagrams wherever necessary

All the Questions are compulsory

LONG ESSAYS

2 x 10 = 20 Marks

1. What do you mean by PLC? Explain in details the life cycle of a Pharmaceutical product.
OR
What is market segmentation? Explain the different ways of segmenting the Pharmaceutical market with examples.
2. Explain in details the duties, selection, and training of PSR in pharmaceutical Marketing.

SHORT ESSAYS

7 x 5 = 35 Marks

3. Explain its nature and scope of pharmaceutical marketing.
OR
Discuss about packaging and labeling decisions.
4. What are the determinants of promotional mix?
OR
Discuss on personnel selling pharmaceutical products?
5. Explain the different promotion techniques for OTC products.
6. Discuss the methods of non-price competition.
7. Mention the advantages and disadvantages of a wholesaler in distribution of pharmaceutical product.
8. Write the functions of DPCO.
9. Write a note on advertising and publicity as elements of promotion.

SHORT ANSWERS

10 x 2 = 20 Marks

10. Define brand.
11. Write briefly about the patient choice of retail pharmacist.
12. Define sales promotion.
13. What is test marketing?
14. Classify retailers.
15. What is vertical marketing?
16. What is NPPA?
17. Write any two services provided by retail pharmacy.
18. What do you mean by medical exhibition?
19. Write a short note about current scenario of Indian pharmaceutical markets.
