



**PBE-014-003512**      Seat No. \_\_\_\_\_

## **M. Pharm. / M. P. M. (Sem. V) (CBCS) Examination**

November / December - 2018

# Management of Pharmaceutical Marketing

Faculty Code : 014  
Subject Code : 003512

Time : 3 Hours] [Total Marks : 80

**Instructions :** (1) Answer any three from each section including question 1 and 5 which are compulsory.  
(2) Figure to right indicates marks.  
(3) Draw neat and clean diagram wherever required.

## SECTION – I

1 Answer any **seven** out of given 10 questions. **2×7=14**

- (1) What do you mean by pharmaceutical quality assurance ?
- (2) Define forecasting and demand measurement.
- (3) Who are stakeholders ?
- (4) Define the term situation analysis.
- (5) Explain Marketing Analysis.
- (6) State types of forecasting.
- (7) Explain the term SWOT.
- (8) Explain pharmaceutical quality control.
- (9) What is labelling ?
- (10) Which are various promotion tools ?

2 Answer the following : **7**

- (a) Explain various types of drug stores.
- (b) Explain marketing strategies and product life cycle.

3 Answer the following : **6**

- (a) Explain marketing mix of pharmaceutical products.
- (b) Explain branding, its importance and types.

**4** Answer the following : 7  
(a) Explain consumer decision process. 7  
(b) Explain major macro environment forces affecting pharmaceutical industry along with examples. 6

## SECTION – II

**5** Answer any **two** out of three : **7×2=14**  
(1) Define pharmaceutical marketing and explain its characteristics. 7  
(2) Explain various types of consumer decisions. 6  
(3) What is labelling ? Explain its importance. 6

**6** Answer the following : 7  
(a) Explain branding, its importance and various branding strategies. 7  
(b) Define the term packaging and explain its importance. 6

**7** Answer the following : 7  
(a) Why is it important to do inventory control ? 7  
(b) Explain ABC analysis for drug store inventory management. 6

**8** Answer the following : 7  
(a) Explain in detail the characteristics of a comprehensive QA program. 7  
(b) Explain determinants of a medicine quality. 6

---