



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 :
- (a) Explain various types of drug stores. **7**
 - (b) Explain marketing strategies and product life cycle. **6**
- 3** Answer the following :
- (a) Explain marketing mix of pharmaceutical products. **7**
 - (b) Explain branding, its importance and types. **6**

- 4 Answer the following :
- (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.
 - (2) Explain various types of consumer decisions.
 - (3) What is labelling ? Explain its importance.
- 6 Answer the following :
- (a) Explain branding, its importance and various branding strategies. 7
 - (b) Define the term packaging and explain its importance. 6
- 7 Answer the following :
- (a) Why is it important to do inventory control ? 7
 - (b) Explain ABC analysis for drug store inventory management. 6
- 8 Answer the following :
- (a) Explain in detail the characteristics of a comprehensive QA program. 7
 - (b) Explain determinants of a medicine quality. 6
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