M. Pharm / M. P. M. (Sem. V) Examination
November / December - 2018
Pharmaceutical Marketing & Drug Store Management

Time : **3** Hours]   [Total Marks : **80**

Instructions :   (1)   Answer any three from each section including question 1 and 5 which are compulsory.

                    (2)   Figures to right indicate marks.

                    (3)   Draw neat and clean diagram wherever required.

SECTION – I

1   Answer any **seven** out of given 10 questions.   2×7=14
- (1) Promotion tools
- (2) Pharmaceutical quality assurance
- (3) Stakeholders
- (4) Situation analysis
- (5) Marketing Analysis
- (6) Types of forecasting
- (7) SWOT
- (8) Pharmaceutical quality control
- (9) Forecasting and demand measurement
- (10) Labelling

2   Answer the following :
- (a) Explain various types of drug stores.   **7**
- (b) Explain in detail about marketing strategies and product life cycle.   **6**

3   Answer the following :
- (a) Why is it important to do inventory control ?   **7**
- (b) What is branding ? Explain its importance and types.   **6**

4   Answer the following :
- (a) What is meant by labelling ? Give its importance.   **7**
- (b) Explain in detail about determinants of a medicine quality.   **6**

SECTION – II

5 Answer any **two** out of three :   **7×2=14**

  (1) Write an informative note on marketing mix of pharmaceutical products.

  (2) Explain branding, its importance and various branding strategies.

  (3) Explain in detail the characteristics of a comprehensive QA program.

6 Answer the following :

  (a) Describe the term pharmaceutical marketing and explain its characteristics.   **7**

  (b) Explain major macro environment forces affecting pharmaceutical industry along with examples.   **6**

7 Answer the following :

  (a) Describe various types of consumer decisions.   **7**

  (b) Define the term packaging and explain its importance. **6**

8 Answer the following :

  (a) What is consumer decision process ? Explain.   **7**

  (b) Write a note on ABC analysis for drug store inventory management.   **6**

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