



**HEI-014-003512**

Seat No. \_\_\_\_\_

**M. P. M. (Sem. V) (CBCS) Examination**

**November / December – 2017**

**Pharmaceutical Marketing & Drug Store Management**

**Faculty Code : 014**

**Subject Code : 003512**

Time : 3 Hours]

[Total Marks : 80

- Instructions :**
- (1) Attempt three questions from each section.
  - (2) Questions 1 and 5 are compulsory.
  - (3) Figures to the right indicate full marks for the respective question.

**SECTION - I**

- 1 Explain the following : (any **seven**) **14**
- (1) Government formula to calculate retail price of formulation in pharmaceutical industry
  - (2) Form utility with example of healthcare sector
  - (3) Product line stretching decision
  - (4) Rapid skimming strategy
  - (5) Product depth
  - (6) 3 Cs of pricing setting
  - (7) Need, want and demand
  - (8) Go error and drop error
  - (9) Scope of marketing
  - (10) Societal marketing concept

- 2 (1) What is differentiation? How does a government hospital differentiate itself from a private corporate hospital? 7
- (2) Identify the changing legal and regulatory policies and practices of Government of India. Discuss its impact on the environment of pharmaceutical sector. 6
- 3 (1) Discuss the following two stages of new product development. 7
- (a) Business and medical development
- (b) Product development
- (2) What is market segmentation? Discuss the basis of segmentation in pharmaceutical market. 6
- 4 (1) What are different pricing methods? Explain cost-plus pricing method. 7
- (2) Briefly discuss the activities performed by the sales representative. Also highlight the importance of sales representative in tapping the pharmaceutical market. 6

## SECTION - II

- 5 Answer the following questions : (any two) 14
- (1) Write a short note on maturity stage of product life cycle and the relevant marketing mix strategies.
- (2) Explain marketing concept. Briefly narrate the difference between selling and marketing concept.
- (3) Write a note on different players in the institutional market of Indian pharmaceutical sector.

- 6** (1) How does pharmaceutical marketing differ from FMCG (fast moving consumer goods) marketing? **7**
- (2) Identify the various market participants and discuss the different promotion tools used to tap them. **6**
- 7** (1) Discuss the various branding decisions in pharmaceutical sector. **7**
- (2) Discuss the channel levels in pharmaceutical market. **6**
- 8** (1) You can eliminate middlemen but you cannot eliminate their functions. Explain the statement and describe the various functions performed by channel members. **7**
- (2) Why it is important to desensitize consumers to price? How is it done by the pharmaceutical companies? **6**
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