



JBU-1612010701050700 Seat No. _____

M. P. M. (Sem. V) (CBCS) (W.E.F. 2016-17)

Examination

January - 2020

**Pharmaceutical Marketing And Drug Store
Management**

Time : 3 Hours]

[Total Marks : 80

- Instructions :** (1) Attempt three questions from each section.
(2) Questions 1 and 5 are compulsory.
(3) Figure to the right indicates full marks for the respective question.
(4) Draw neat and clean diagram when required.

SECTION-I

- 1 Answer the following questions : (Any Seven) 14**
- (1) Define Marketing.
 - (2) What is Packaging?
 - (3) Differentiate Customers and Consumers.
 - (4) Explain Positioning.
 - (5) What is Augmented Product?
 - (6) What do you mean by Segmentation?
 - (7) Define the term situation analysis.
 - (8) Explain the term Publicity.
 - (9) Define Personal Selling.
 - (10) Explain Distribution channels.
- 2 Answer the following questions :**
- (1) Discuss current Pharmaceutical Marketing environment. **7**
 - (2) Explain Consumer Decision Making process in detail. **6**
- 3 Answer the following questions :**
- (1) Explain meaning and types of Market Segmentation. **7**
 - (2) Define Branding and explain various Brand Elements. **6**

- 4 Answer the following questions :
- (1) Explain various techniques of Market Forecasting. 7
 - (2) Discuss Pricing methods in detail. 6

SECTION-II

- 5 Answer the following questions : (Any Two) 14
- (1) Write a note on Packaging and Labelling.
 - (2) Explain Product life cycle and also explain strategies to be used on various stages.
 - (3) What do you mean by Advertisement? Explain its advantages and disadvantages.
- 6 Answer the following questions :
- (1) Explain 4ps of Marketing Mix with suitable example. 7
 - (2) Write a note on Quality control of drugs in hospitals. 6
- 7 Answer the following questions :
- (1) Explain in detail features of ideal Drug Stores. 7
 - (2) Explain the importance of Inventory Management in Pharmaceutical Industry. 6
- 8 Answer the following questions :
- (1) What is Sales Promotion? Explain methods of Sales Promotion. 7
 - (2) Explain the functions of Distribution channels. 6