



**JBS-9**

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

**M. P. M. (Sem. V) (CBCS) (W.E.F. 2017-18) Examination**

**January – 2020**

**Pharmaceutical Marketing & Drug Store  
Management**

Time : 3 Hours]

[Total Marks : 75

**Instructions :**

- (1) Figure to the right indicates full marks for the respective question.
- (2) Draw neat and clean diagram when required.

**1 Answer the following questions : 20**

- (1) Explain the meaning of Pharmaceutical Marketing.
- (2) Discuss the term Target Market.
- (3) Explain Customer and Consumer.
- (4) Define term 'Tangible' with example.
- (5) Give two taglines of a pharmaceutical company.
- (6) Explain the term Copy right.
- (7) What is branding ? Give two pharmaceutical example of it.
- (8) Define Pharmaceutical quality control.
- (9) Explain the term SWOT.
- (10) Define the term 'Innovation'.

**2 Answer the following questions : (Write any Two) 20**

- (1) Define Pharmaceutical marketing and explain importance of marketing.
- (2) Explain the factors affecting Distribution channels.
- (3) Discuss meaning and Bases/Types of Market Segmentation.

**3** Answer the following questions : (Write any Seven) **35**

- (1) Explain in detail : Consumer buying behavior process.
- (2) Define Branding. Write its different strategies and importance.
- (3) Write a detailed note on 4 P's of marketing mix with suitable example.
- (4) Explain Product life cycle with suitable example.
- (5) Discuss in brief: 'Pricing methods'.
- (6) What is Labeling ? Explain its significance.
- (7) Explain Concepts/philosophies of marketing management.
- (8) What do you mean by Advertisement ? Explain benefits of Advertisement.
- (9) Write a note on Quality control of drugs in hospitals.

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