



PAZ-014-0031007 Seat No. _____

**M. P. M. (Sem. X) (CBCS) (W.E.F. 2014-15 & 2015-16)
Examination**

August / September - 2020

Contemporary Issues in Pharmaceutical Marketing

Faculty Code : 014

Subject Code : 0031007

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) State the meaning of Wholesaler.
 - (2) Explain the meaning of Customer with example.
 - (3) Define Pharmaceutical Marketing.
 - (4) Write the full form of CRM.
 - (5) Explain Consumer market with example.
 - (6) Discuss Brand management.
 - (7) Write the full form of COVID-19.
 - (8) Give the examples of E-commerce website.
 - (9) Discuss Multi- Media Marketing with suitable example.
 - (10) How Communication is important in industry?
- 2 Answer the following questions :**
- (1) Explain Meaning of Retailing. Discuss Role of Retailers. **7**
 - (2) Write down note on Integrated Marketing communication. **6**

- 3** Answer the following questions :
- (1) Explain the concept of E-Branding in detail. **7**
- (2) Discuss various characteristics of Personal selling. **6**
- 4** Answer the following questions :
- (1) Discuss in detail: Key Principles of Customer Relationship Management. **7**
- (2) Explain Organized Retailing & its drivers in India. **6**
- SECTION-II**
- 5** Answer the following questions : (Any **Two**) **14**
- (1) Explain the meaning of E-detailing. Also discuss Objectives of E-detailing.
- (2) Discuss Advantages of Pharmaceutical e-detailing.
- (3) Write an effect of COVID-19 on Indian Pharmaceutical Market.
- 6** Answer the following questions :
- (1) What is CRM? Discuss Objectives of CRM. **7**
- (2) Discuss the Benefits of E-Branding. **6**
- 7** Answer the following questions :
- (1) What are the Challenges faced by Indian Retailing Industry? **7**
- (2) Explain Evolution stages of Retail format. **6**
- 8** Answer the following questions :
- (1) What are the different steps of Detailing ? - Explain. **7**
- (2) Explain Pros & Cons of Customer Relationship Management. **6**