



BBD-BP803T

Seat No. _____

M. P. M. (Sem. VIII) (CBCS) (W.E.F. 2017) Examination

July – 2021

Pharma Marketing 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 Penetration pricing.
- (2) Write four Names of Corona Vaccine.
- (3) Explain Print media with suitable examples.
- (4) Write four name of Online Medicine Ordering App.
- (5) Discuss Social Media Marketing with suitable example
- (6) Write the full form of OTC drug.
- (7) What can be marketed?
- (8) Discuss the purposes of Packaging.
- (9) Explain Brand loyalty.
- (10) Describe the term Demand with example.

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

- (1) Define Pharmaceutical Marketing and explain Micro Environmental factors of it.
- (2) Explain New Product Development process with appropriate illustration.
- (3) Discuss Process of Consumer Buying Behavior in detail.

- 3** Answer the following questions : (Write any **Seven**) **35**
- (1) Write a detailed note on Rural Marketing.
 - (2) Explain functions of Distribution channels.
 - (3) Discuss Traits/Qualities of good Salesman in detail.
 - (4) Explain Positioning Strategies with suitable example.
 - (5) Discuss factors affecting pricing decision.
 - (6) What is Advertisement? Explain various functional aspects of Advertising.
 - (7) Explain Product Life Cycle with suitable example.
 - (8) Write a detailed note on Cost oriented pricing method.
 - (9) Explain Significance of Marketing in pharmaceutical sector.
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