



**DAN-BP803-T**

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

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

**April / May - 2022**

**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) Write full form of DPCO.
- (2) What is Rural Marketing?
- (3) Explain Print Media with suitable examples.
- (4) Define Social Marketing with suitable example.
- (5) What is Copyright? -explain.
- (6) Discuss the importance of packaging.
- (7) Explain Customer Loyalty.
- (8) Describe the Word of Mouth.
- (9) What is meaning of Integrated Marketing?
- (10) Define Personal Selling.

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

- (1) Discuss 7 P's of service marketing mix with suitable example.
- (2) Write a detail note on Demand Oriented Pricing Method.
- (3) Explain Product Life Cycle with appropriate examples.

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

- (1) Write a note on Evolution of Marketing.
  - (2) Discuss the Factors affecting Macro Environmental.
  - (3) Explain the New Product Development Process with appropriate illustration.
  - (4) Write a detail note on Segmentation, Targeting and Positioning.
  - (5) Explain Positioning Strategies with suitable example.
  - (6) Describe Process of Consumer Buying Behavior in detail.
  - (7) Explain Functions of Distribution channels.
  - (8) Discuss Qualities of Good Salesman in detail.
  - (9) Explain the Process of Professional Sales Representative.
-