



Seat No. _____

H-BP803T
Master of Pharmacy Management (Sem. VIII)
(CBCS) (W.E.F. 2017) Examination
April - 2023
Pharma Marketing Management

Time : 3 Hours / Total Marks : 75

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

1 Answer the following questions : **20**

- (1) Define the term customer demand.
- (2) What is target market?
- (3) Explain the meaning of social media marketing.
- (4) Give the examples of after sales services.
- (5) Define the term tangible goods with examples.
- (6) Explain personal selling.
- (7) Give a full form of NPPA.
- (8) Write tools of sales promotion.
- (9) Explain durable goods with examples.
- (10) What is Publicity?

2 Answer the following questions : (write any two) **20**

- (1) What is Marketing? Discuss the characteristics of marketing.
- (2) Explain the consumer buying decision process with appropriate examples.
- (3) What is pricing? Discuss the factors affecting pricing decision.

3 Answer the following questions : (write any seven)

35

- (1) Write a difference between Marketing and Selling.
 - (2) Discuss the demographic market segmentation with suitable examples.
 - (3) Explain product life cycle process with practical description.
 - (4) Formulate the advantages of personal selling.
 - (5) Explain functions of distribution channels.
 - (6) Write a note on various marketing channel members.
 - (7) Discuss demand oriented pricing method.
 - (8) Write a detail note on rural marketing.
 - (9) Discuss the role of marketing research in pharmaceutical industries.
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