



Name : .....  
Roll No. : .....  
Invigilator's Signature : .....

**CS/B.PHARM(N)/SEM-7/PT-709C/2012-13**

**2012**

**PHARMACEUTICAL MARKETING MANAGEMENT**

Time Allotted : 3 Hours

Full Marks : 70

*The figures in the margin indicate full marks.*

*Candidates are required to give their answers in their own words  
as far as practicable.*

**GROUP – A**

**( Multiple Choice Type Questions )**

1. Choose the correct alternatives for any *ten* of the following :  
10 × 1 = 10
- i) In SWOT analysis 'S' stands for
    - a) Strong
    - b) Straight
    - c) Strength
    - d) none of these.
  - ii) Doctor plays the role in pharmaceutical marketing as
    - a) Advisor
    - b) Intermediate customer
    - c) Customer
    - d) Ultimate customer.
  - iii) Full form of CRM is
    - a) Contract Resource Management
    - b) Customer Relation Management
    - c) Choice Resource Management
    - d) none of these.
  - iv) 3rd stage of PLC is
    - a) Growth
    - b) Saturation
    - c) Maturation
    - d) none of these.

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- v) The three major categories of influences that are believed to influence the consumer buying decision processes are personal, physiological and
- a) person specific
  - b) social
  - c) demographic
  - d) situational
  - e) cultural.
- vi) Personality test is conducted to find out candidate's
- a) emotional balance
  - b) maturity
  - c) temperament
  - d) all of these.
- vii) Demands are
- a) wants of specific products backed by an ability to pay
  - b) need for specific products backed by an ability to pay
  - c) strength for a specific product backed by an ability to pay
  - d) both (a) and (b).
- viii) The longer channel starting from procurement of raw materials to components of final products that are carried to final buyer is called
- a) communication channel
  - b) distribution channel
  - c) service channel
  - d) supply chain.
- ix) BCG in marketing stands for
- a) Boston Consulting Group
  - b) Bacillus Calmatte Guarin
  - c) none of these.



- x) Planning encourages
- a) systematic thinking ahead by management
  - b) better coordination of management of company effort
  - c) both (a) and (b)
  - d) none of these.
- xi) Best strategy for PLC at growth stage is
- a) product modification      b) advertisement
  - c) rapid skimming              d) USP.
- xii) At which stage of the industry life-cycle is buyer power likely to be at its lowest ?
- a) Introduction                      b) Growth
  - c) Maturity                              d) Decline.
- xiii) The 4 Ps are product, price, ..... & promotion.
- a) personality                          b) profit
  - c) place                                      d) none of these.

**GROUP - B**

**( Short Answer Type Questions )**

Answer any *three* of the following              3 × 5 = 15

2. What do you understand by Market Information System (MIS) ?
3. What is sales promotion ? What is the basic attributes of segmentation ?
4. Write a short note on Market Demand.
5. What do you mean by Product Positioning and Product Differentiation ?
6. Discuss different types of Salesmanship & Salesman.



**GROUP – C**

**( Long Answer Type Questions )**

Answer any *three* of the following.  $3 \times 15 = 45$

7. Describe marketing mix. How are new products developed ?
8. What do you mean by brand ? Why is branding necessary in marketing ? Explain the objective and usefulness of marketing research in brief.
9. Describe product life cycle. Briefly describe the strategies in different stages in PLC.
10. a) What is the need for Branding a product ?  
b) Explain in brief the usefulness of Branding.  
c) What are the advantages of Branding ?
11. What do you understand by advertisement ? Explain the objectives and usefulness of advertisement. What are advantages and limitations of sales promotion ?

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