



Name :

Roll No. :

Invigilator's Signature :

**CS/B.PHARM/SUPPLE/SEM-7/PT-709A/2010
2010**

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) The 4Ps are product, price, and promotion.

- | | |
|----------------|-------------------|
| a) personality | b) profit |
| c) place | d) none of these. |

ii) In SWOT analysis W stands for

- | | |
|-------------|-------------------|
| a) work | b) weightage |
| c) weakness | d) none of these. |

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[Turn over



- iii) Marketing management is
 - a) selling process
 - b) social & management process
 - c) economical process
 - d) information system.
- iv) Marketing research includes
 - a) price research
 - b) product research
 - c) market research
 - d) behavioural research.
- v) Doctor's play the role in pharmaceutical marketing as
 - a) advisor
 - b) intermediate customer
 - c) customer
 - d) ultimate customer.
- vi) Marketing alliances are
 - a) product alliances
 - b) promotional alliances
 - c) both (a) and (b)
 - d) none of these.
- vii) Strategic planning does not include
 - a) market orientation
 - b) market segmentation
 - c) customer satisfaction
 - d) SWOT analysis.



- viii) Marketing depends on
- a) company need
 - b) product quality
 - c) customer needs
 - d) price.
- ix) Best strategy for PLC at growth stage is
- a) product modification
 - b) advertisement
 - c) rapid clamming
 - d) USP.
- x) Which of the following is not a component of marketing mix ?
- a) Product
 - b) Promotion
 - c) Planning
 - d) Place.
- xi) Media advertisement is selected by
- a) popularity method
 - b) expensive method
 - c) both (a) and (b)
 - d) none of these.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following. $3 \times 5 = 15$

2. What are the basic differences between selling concept & marketing concept ?
3. Write short notes on demand.
4. Define marketing management.

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5. Write short notes on SWOT analysis.
6. What is sales promotion ? How is effectiveness of advertisement measured ?

GROUP – C

(Long Answer Type Questions)

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

7. Describe product life cycle. Briefly describe the strategies in different stages in PLC.
8. What is market segmentation ? What are the basic attributes of marketing segmentation ?
9. Describe the factors influencing Buyer's behaviour at each level.
10. What do you understand by market information system ? Establish various internal and external relations with the help of an information flow diagram.
11. Describe marketing mix. Explain each elements surrounding the target customer.
