



Name : .....

Roll No. : .....

Invigilator's Signature : .....

**CS/B.PHARM (OLD)/SEM-7/PT-709A/2011-12  
2011**

**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) Full form of CRM is

- a) Contact Resource Management
- b) Customer Relations Management
- c) Choice Resource Management
- d) None of these.

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[ Turn over



- iii) Marketing Management is
  - a) Economical process
  - b) Selling process
  - c) Social and Managerial processes
  - d) Information system.
- iv) Strategic planning does not include
  - a) Market Orientation
  - b) Market Segmentation
  - c) Customer Satisfaction
  - d) SWOT Analysis.
- v) Marketing alliances are
  - a) Product alliances
  - b) Promotional alliances
  - c) both (a) and (b)
  - d) none of these.
- vi) 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.
- vii) Barter system is
  - a) Buying a product
  - b) Selling a product
  - c) Exchanging of products
  - d) None of these.
- viii) Market segmentation is based on
  - a) Geographical factors
  - b) Psycho-graphical factors
  - c) Demographical factors
  - d) all of these.



- ix) Media advertisement is selected by
- a) Popularity method      b) Expensive method  
c) Both (a) and (b)      d) None of these.
- x) The internal and controllable source in SWOT analysis is
- a) Strength      b) Opportunity  
c) Threat      d) Power.
- xi) Doctor plays the role in pharmaceutical marketing as
- a) Advisor      b) Intermediate customer  
c) Customer      d) Ultimate customer.

**GROUP – B**

**( Short Answer Type Questions )**

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

2. Write about SWOT analysis.
3. a) What is market segmentation ?      2  
b) What are the basic attributes of segmentation ?      3
4. Write brief note on 'New Product Development'.
5. What are the basic differences between selling concept and marketing concept ?
6. a) What is sales promotion ?      2  
b) How is effectiveness of advertisement measured ?      3
7. a) What is demand ?      2  
b) How is it related to estimating product price ?      3
8. Show the steps followed by a company for designing and managing the sales forces.



**GROUP – C**

**( Long Answer Type Questions )**

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

9. Describe product life cycle. Briefly describe the strategies in different states in PLC.
10. a) Describe marketing mix.  
b) How are new products developed ?  $5 + 10$
11. a) What do you understand by advertising ?  
b) Explain the objectives and usefulness of advertisements.  
c) What are the advantages and limitations of sales promotion ?  $2 + 8 + 5$
12. a) What do you understand by channels of distribution ?  
b) Explain the factors for determining the choice of a suitable channel distribution.  $5 + 10$
13. a) What do you understand by MIS ( Marketing Information System ) ?  
b) What are different types of 'Wholeselling' and 'Retailing' ?  $5 + 10$
14. a) What do you mean by strategic plan ?  
b) Describe elaborately with diagram the strategic planning process.  $5 + 10$
15. Describe briefly the Market Research Process. What are the characteristics of good market research ?

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