



Name :

Roll No. :

Invigilator's Signature :

CS/B.Pharm/SEM-7/PT-709A/2010-11

2010-11

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) Production concepts says
 - a) Consumers will prefer products that are widely available and inexpensive
 - b) Consumers will prefer better products
 - c) Consumers will prefer lower prices
 - d) Having the goods produced in a large scale factory with assembly lines.
- ii) Selling concept says
 - a) Selling is the most important part in marketing
 - b) If consumers are left alone, they will ordinarily not buy enough of the organisation's products
 - c) Sales people should be trained to sell the products well
 - d) Offering the best product at the best price.

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- iii) Marketing Ethics are
- a) The rules as to behaviour of the personnel in the Marketing Department of a firm
 - b) Moral principles that define right and wrong behaviour in marketing
 - c) Upholding teachings of major religions
 - d) To preserve the culture of a society when marketing products.
- iv) Barter system is
- a) buying a product b) selling a product
 - c) exchanging products d) none of these.
- v) The internal and controllable source in SWOT analysis is
- a) strength b) opportunity
 - c) threat d) power.
- vi) Media advertisement is selected by
- a) popularity method b) expensive method
 - c) both (a) and (b) d) none of these.
- vii) Market segment is based on
- a) geographical factors b) psychological factors
 - c) demographical factors d) all of these.
- viii) The 4Ps are product, price, & promotion.
- a) personality b) profit
 - c) place d) none of these.
- ix) Secondary data CANNOT be obtained from
- a) Trade journals b) Government reports
 - c) Yellow pages d) Surveys.



- x) Key steps in consumer buyer behavior are
- Purchase, Information search, Problem recognition, Evaluation and Post purchase evaluation
 - Problem recognition, Information search, Evaluation of alternatives, Purchase decision, Post purchase evaluation
 - Purchase, Problem recognition, Complaining, Getting a replacement
 - Evaluation of alternatives, Purchase, Problem recognition, Information search, Post purchase evaluation.
- xi) Market Targeting is a process of
- Subdividing the customers in the market to groups having similar needs
 - Placing the product in the collective mind set of the customers
 - Choosing the market segments that the firm hopes to offer its products or services
 - Offering one product to all the markets.
- xii) Which one of the following is an example of a customer in an organisational market ?
- A housewife who buys detergent
 - A consumer who hires a lawyer
 - A garment factory which buys buttons for their garments
 - A factory manager who buys petrol for his/her personal car.



GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following.

3 × 5 = 15

2. Explain “strategic planning”.
3. Write a note on product mix and price mix.
4. Briefly explain “Random Sampling”.
5. Explain the following :
 - i) Negative demand
 - ii) Perception of consumer.
6. Define marketing management. Briefly explain the value delivery system in modern times.

GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following.

3 × 15 = 45

7. What are the factors influencing buyers characters ? Write a notes on buyer’s decision process.
8. What is sales promotion ? What is the objective of advertisement ? Explain the 5 M’s of advertisement. How is effectiveness of advertisement measured ?
2 + 4 + 6 + 3
9. What is PLC ? Briefly explain the strategies taken by managers in different stages of PLC.
2 + 7 + 6
10. Write short notes on any *two* of the following :
 $7\frac{1}{2} + 7\frac{1}{2}$
 - i) SWOT analysis
 - ii) Selling concept
 - iii) Market segmentation.
11. a) Explain the stages of New Product Development.
b) Write briefly about the different types of salesmanship.
8 + 7