



Name :

Roll No. :

Invigilator's Signature :

**CS/B.Pharm/SEM-7/PT-709B/2009-10
2009**

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) Needs are the bases of
 - a) social requirements
 - b) human requirements
 - c) nature requirements
 - d) social and human requirements.
- ii) Demands are
 - a) wants for specific products backed by an ability to pay
 - b) need for specific products backed by an ability to pay
 - c) strengths for a specific products backed by an ability to pay
 - d) both (a) and (b).

88226

[Turn over



- iii) One of the important components of 4P (Marketing mix) is
- a) prescription b) patient
c) policy d) price.
- iv) In SWOT analysis S stands for
- a) strong b) straight
c) strength d) none of these.
- v) Doctors play the role is pharmaceutical marketing as
- a) Advisor b) Intermediate customer
c) Customer d) Ultimate customer.
- vi) Full form of CRM is
- a) Contact Resource Management
b) Customer Relations Management
c) Choice Resource Management
d) None of these.
- vii) Which of the following is not a component of marketing mix ?
- a) Product b) Promotion
c) Planning d) Place.
- viii) Planning encourages
- a) Systematic thinking ahead by management
b) better coordination of company efforts
c) both (a) & (b)
d) none of these.
- ix) Functions of the Marketing Managers include
- a) Planning b) Execution
c) Control d) All of these.

CS/B.Pharm/SEM-7/PT-709B/2009-10



- x) In marketing research researchers must evaluate secondary information carefully to make certain it is
- a) relevant and accurate
 - b) current and impartial
 - c) both (a) & (b)
 - d) none of these.
- xi) Mail order business is
- a) wholesale trade
 - b) direct selling trade
 - c) retail trade
 - d) retail trade by post.
- xii) Personality test is conducted to find out candidate's
- a) emotional balance
 - b) maturity
 - c) temperament
 - d) all 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 and marketing concept ?
3. Write a short note on demand.
4. Explain Maslow's hierarchy of need.
5. Define marketing management.

GROUP – C

(Long Answer Type Questions)

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

6. What do you understand by Market Information System (MIS) ? Establish various internal and external relations with the help of an information flow diagram.

CS/B.Pharm/SEM-7/PT-709B/2009-10



7. Describe the process of product pricing. Write short notes on make up pricing and going rate pricing ?
8. Write brief note on SWOT.
9. Describe product life cycle. Briefly describe the strategies in different stages in PLC. Write short notes on BCG matrix.

3 + 7 + 5

10. What is a brand ? Why is branding necessary ? What are the essentials of a good brand name ? What is the objective of advertisement ?
-