

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)

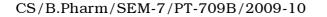
1. Choose the correct alternatives for any *ten* of the following :

 $10 \times 1 = 10$ 

- 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).

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iii) One of the important components of 4P (Marketing mix) is

b)

patient

- a) prescription
- 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.

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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.

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- 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 ?

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