

CS/B.PHARM (NEW)/SEM-7/PT-709C/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 :

 $10 \times 1 = 10$

i) Market segment is based on

- a) Geographical factors
- b) Psychological factors
- c) Demographical factors
- d) all of these.

ii) 5 stages of hierarchy needs was developed by

- a) Maslow b) Mckinsey
- c) Samuelson d) none of them.

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- iii) Function of marketing managers include
 - a) Planning
 - c) Control
- iv) Mail order business is
 - a) wholesale trade
 - b) direct selling trade
 - c) retail trade
 - d) retail trade by post.
- v) In swot analysis S stands for
 - a) strong b) straight
 - c) strength d) none of these.
- vi) Which one of the following important components of 4 P (marketing mix)?

b)

d)

all of these.

- a) Prescription b) Patient
- c) Policy d) Price.
- vii) Itinerant retailers operate its business from
 - a) fixed premises
 - b) street stalls
 - c) moving place to place
 - d) general stores to another place.
- viii) Doctors play the role in Pharmaceutical marketing as

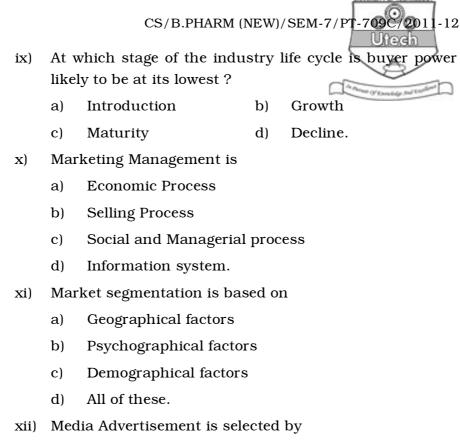
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- a) advisor
- b) intermediate customer
- c) customer
- d) ultimate customer.

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- 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. Compare Marketing with Selling.
- 3. Explain the 5 M's of Advertisement.
- 4. List the essentials of a good brand name.
- 5. Write a brief note on New Product Development.
- 6. Enumerate the different stages in the PLC.

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 $3 \times 15 = 45$

GROUP - C

(Long Answer Type Questions)

Answer any three of the following.

- Describe the process of product pricing. Write a short note on mark up pricing. 10 + 5
- What do you understand by channels of distribution ?
 Explain the factors determining the choice of a suitable channel of distribution. 5 + 10
- 9. What do you mean by market segmentation ? Explain its importance. Point out the segmentation bases for
 - a) Mobile phones
 - b) Cars. 4+4+7
- 10. What is Sales Promotion ? Write briefly about the different types of salesmanship. Show the steps followed by a company for designing and managing the sales forces.

4 + 6 + 5

- 11. Write short notes on any *three* of the following : 3×5
 - a) Strategic Planning
 - b) Product Mix
 - c) Marketing Research
 - d) Market Information System
 - e) Factors influencing buyer characteristics.

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