



Name :

Roll No. :

Invigilator's Signature :

**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 × 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
 - b) Execution
 - c) Control
 - d) all of these.
- 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) ?
- 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
- a) advisor
 - b) intermediate customer
 - c) customer
 - d) ultimate customer.



- ix) 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.
- x) Marketing Management is
- a) Economic Process
b) Selling Process
c) Social and Managerial process
d) Information system.
- xi) Market segmentation is based on
- a) Geographical factors
b) Psychographical factors
c) Demographical factors
d) All of these.
- xii) Media Advertisement is selected by
- 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 × 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.



GROUP – C

(Long Answer Type Questions)

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

7. Describe the process of product pricing. Write a short note on mark up pricing. 10 + 5
8. 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.