

## Chapter I Marketing

### Long Essay:

- 1 How do you segment pharmaceutical market? Discuss the criteria of market segmentation
- 2 Define marketing. Explain its nature and scope of pharmaceutical marketing
- 3 What is market segmentation? Explain the different ways of segmenting the pharmaceutical market with examples
- 4 Define marketing? Describe the various functions and scope of marketing
- 5 Write an overview of Indian pharmaceutical market
- 6 Briefly explain the quantitative and qualitative aspects of Indian pharmaceutical market.
- 7 Define market research. Explain in detail the steps involved in a market research process.
- 8 Explain motivation and factors influencing physician prescribing habits. Add a note on patient's choice of physician.

### Short Essays:

- 1 Discuss the steps involved in market research
- 2 Discuss briefly the prescribing habits of a physician
- 3 Explain the nature and scope of pharmaceutical marketing
- 4 Briefly explain the factors that contribute to the patient's choice of a physician?
- 5 Discuss the steps involved in consumer buying process
- 6 What are the criteria for segmenting the pharmaceutical market? Add a note on size and composition of market
- 7 Explain primary and secondary sources of market research.
- 8 What is target marketing. Explain
- 9 How does socio-psychological characteristics of consumer's influence market segmentation

### Short Answers:

- 1 Differentiate between 'needs' 'wants' and 'demands'
- 2 Write briefly about the patient choice of retail pharmacist
- 3 Mention two advantages of market segmentation
- 4 Difference between market research and marketing research.
- 5 Write any two difference between Pharmaceutical marketing and consumer marketing.
- 6 Differentiate between sales and marketing
- 7 What are the 4 Ps of marketing?
- 8 What is selling concept?
- 9 What is product concept?
- 10 Differentiate between marketing and selling.
- 11 Define marketing.
- 12 Differentiate between market and marketing
- 13 Mention two disadvantages of segmentation
- 14 What is psychographic segmentation?

## Chapter II Organization

### Short Answers:

- 1 Name any two acts governing the marketing of pharmaceutical products
- 2 State the objectives of a company
- 3 Define organization
- 4 Enlist the internal controls in an organization
- 5 List the objectives of a organisation
- 6 What is informal organization
- 7 What is formal organization
- 8 What are the objectives of DMR(OA) Act
- 9 What are the roles of internal control

## Chapter III The pharmaceutical products

### Long Essay:

- 1 Discuss the steps involved in new product development
- 2 What do you mean by PLC? Explain in details the life cycle of a pharmaceutical product
- 3 Define product. Explain various product levels with examples. Define brand. Explain the various types of brand

### Short Essays:

- 1 Define product and classify them
- 2 Define product planning. Explain its importance
- 3 Discuss about stages of PLC
- 4 List and explain the different levels of product with examples
- 5 Define marketing mix. What are its important elements.
- 6 Define branding and classify them
- 7 Explain in brief the different stages of NPD
- 8 Explain strategies used during introductory stage of PLC
- 9 What is product planning? Explain the steps involved in product planning
- 10 Explain in details product differentiation
- 11 Explain with examples how the life cycle of a product can be extended
- 12 Define market? Explain the various dimensions of the pharmaceutical product?
- 13 Define Brand. What are characteristics of ideal brand name?
- 14 Differentiate between me-too and augmented products giving suitable examples

### Short Answers:

- 1 What are the advantages of branding
- 2 Define brand
- 3 What is test marketing
- 4 Write about the elements of marketing mix
- 5 Write about the importance of medical exhibition in pharmaceutical marketing
- 6 What are me too products

- 7 What are augmented products
- 8 What is meant by product modification
- 9 What are OTC products? Give examples
- 10 What is brand equity
- 11 What is importance of medical exhibition in pharmaceutical marketing
- 12 List any four reasons for failure of a new product in market
- 13 What are generic products

## **Chapter IV Competitive practices in the pharmaceutical Industries**

### **Short Essays:**

- 1 What are the factors that should be considered in the product pricing of pharmaceutical product
- 2 Discuss the basis of pricing
- 3 Describe the different strategies of pricing
- 4 Discuss the role of retailers in distribution of pharmaceutical products
- 5 Discuss the methods of non-price competition
- 6 Explain cost based and competition based pricing
- 7 List the basis of pricing. Explain any two
- 8 Explain how companies compete through R&D and product quality?

### **Short Answers:**

- 1 Mention two services of wholesaler to the manufacturer
- 2 Explain the functions of a retailer
- 3 What are the disadvantages of wholesalers
4. What are the significance of retailers in distribution of drugs

## **Chapter V Promotions**

### **Long Essay:**

- 1 Explain in details the duties, selection, and training of PSR in pharmaceutical marketing
- 2 Define promotion. Write a detail note on different elements of promotional mix
- 3 What is detailing. Explain in detail selection, training and duties of a detail man
- 4 Discuss in details the stages involved in selling process

### **Short Essays:**

- 1 Define communication and explain the process of communication
- 2 Write a note on selection and duties of a PSR
- 3 What are the different ways of promotions of pharmaceutical product
- 4 Write a note of training and compensation of PSR
- 5 Write a note on advertising and publicity as elements of promotion
- 6 Explain the factors that are considered in selection of PSR
- 7 Mention the advantages and disadvantages of a wholesaler in distribution of pharmaceutical product
- 8 Write a note on any two non personal methods of promoting pharmaceutical products

### **Short Answers:**

- 1 What are the importance of public relations in pharmaceutical market
- 2 What are the future prospects of a PSR
- 3 What is the importance of public relations in pharmaceutical marketing
- 4 What are the barriers to communication process
- 5 What are online promotional techniques for OTC products

## **Chapter VI Distribution**

### **Short Essays:**

- 1 What do you mean by channels of distribution
- 2 Write the role of wholesaler in distribution of pharmaceutical products
- 3 Write role of hospital pharmacy as a retail outlet
- 4 What are the functions of a wholesaler in pharmaceutical distribution channels
- 5 Differentiate wholesalers and retailers
- 6 What are the importance of hospital pharmacy as retail outlet
- 7 Differentiate between wholesaler and retailer in the pharmaceutical product

### **Short Answers:**

- 1 Classify retailers
- 2 What are the advantages of chain pharmacy
- 3 List the different members in the pharmaceutical distribution channels
- 4 What is significance of retailer in distribution of pharmaceutical products
- 5 Classify retailers. Add a note on hospital pharmacy as a retail outlet
- 6 How is C & F agents different from wholesaler

## **Chapter VII Management**

### **Long Essay:**

- 1 Explain the secondary functions of management
- 2 Describe the primary functions of management
- 3 List and explain Henry Fayol's principals of management
- 4 Explain the concepts of management. Write a note on organising and staffing
- 5 What is decision making? Explain the steps involved in decision making

### **Short Essays:**

- 1 Define planning. Explain the steps involved in planning
- 2 What is staffing. Explain its importance
- 3 What are the qualities of a good leader
- 4 Write a note on motivation. Discuss briefly prescribing habit of a physician
- 5 List out the primary functions of management and explain any two
- 6 Explain motivation. Add a note on prescribing habits of physician
- 7 What are the different levels of management and write their functions
- 8 Explain in brief F. W. Taylor's principles of management?
- 9 Explain the various types of leadership styles?
- 10 Enumerate the functions of various levels of management

### **Short Answers:**

- 1 Define authority
- 2 Define MBO concept of management
- 3 List primary functions of management
- 4 List out the levels of management
- 5 What are the importance of management
- 6 Explain the product concept
- 7 What is scalar chain
- 8 What is autocratic style of leadership
- 9 Define innovation

## **Chapter VIII Current health scenario in India**

### **Short Answers:**

- 1 Name the vital statistics of health
- 2 Write a short note about current scenario of Indian pharmaceutical markets
- 3 What is the role of pharmacists in Indian health scenario
- 4 List health indicators
- 5 What is medical tourism
- 6 Write notes on health insurance in India?

## **Chapter IX Importance of entrepreneurship**

### **Short Answers:**

- 1 Name the different types of entrepreneur
- 2 Enlist the types of entrepreneurs
- 3 Mention the qualities of a successful entrepreneur
- 4 What is the role of entrepreneur in economic development of a country
- 5 Enlist the characteristics of entrepreneur

## **Chapter X Quality Management**

### **Short Answers:**

- 1 What is critical path method
- 2 List out the phases of Kaizen's activity
- 3 Define TQM
- 4 List out the types of control
- 5 What is kaizen
- 6 What is PDCA cycle in TQM
- 7 Define median and mode
- 8 What are the benefits of TQM
- 9 Name two basic concepts of TQM
- 10 Define kaizen? Enlist the benefits of Kaizen
- 11 Define accuracy and precision
- 12 What is DMAIC roadmap of Six Sigma
- 13 What is coefficient variation
- 14 Define standard deviation

15     How Six sigma is differentiated from Kaizen activities

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