

# Rajiv Gandhi University of Health Sciences, Karnataka

III Year B. Pharm Degree Examination – JAN 2019

**Time: Three Hours**

**Max. Marks: 70 Marks**

## **Pharmaceutical Marketing**

**(RS-4)**

**Q.P. CODE: 2640**

Your answers should be specific to the questions asked

Draw neat, labeled diagrams wherever necessary

### **LONG ESSAYS (Answer any Two)**

**2 x 10 = 20 Marks**

1. What do you mean by PLC? Explain in detail the stages in the life cycle of a pharmaceutical product.
2. Explain the concepts of management. Write a note on organizing and staffing.
3. Define market research. Explain in detail the steps involved in a market research process.

### **SHORT ESSAYS (Answer any Six)**

**6 x 5 = 30 Marks**

4. Write a note on motivation. Discuss briefly prescribing habits of a physician.
5. What is product planning? Explain the steps involved in product planning.
6. Write a note on advertising and publicity as elements of promotion mix.
7. Explain the factors that are considered in selection of a PSR.
8. Discuss the methods of non-price competition.
9. Mention the advantages and disadvantages of a wholesaler in distribution of pharmaceutical products.
10. What is target marketing? Explain.
11. What are the factors that should be considered in the pricing of a pharmaceutical product?

### **SHORT ANSWERS**

**10 x 2 = 20 Marks**

12. Write any two differences between Pharmaceutical marketing and Consumer marketing.
13. What are augmented products?
14. What are the barriers to communication process?
15. List out the levels of management.
16. Enlist the internal controls in an organization.
17. List health indicators.
18. Enlist the characteristics of entrepreneur.
19. Name two basic concepts of TQM.
20. Write any two services provided by retail pharmacies.
21. Define kaizen? Enlist the benefits of Kaizen.

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