Rajiv Gandhi University of Health Sciences, Karnataka
IV Year B.Pharm Degree Examination – JAN-2019

Time: Three Hours   **Max. Marks: 80 Marks**

Pharmaceutical Marketing (OS & RS)
Q.P. CODE: 1878

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. List and explain stages of new product development.

2. Explain different methods adopted in pricing products.

3. Write an overview of Indian Pharmaceutical Industry.

SHORT ESSAYS (Answer any Eight)   **8 x 5 = 40 Marks**

4. Explain functions of marketing.

5. Explain the role of clinical trials in pharmaceutical marketing.

6. Explain the essential criteria for market segmentation.

7. Write a note on product classification in Pharmaceutical marketing.

8. What are the factors considered by patients in selecting physician and retail pharmacist for consultation and purchase of medicine?

9. Describe Government regulations and controls on Pharmaceutical marketing practices.

10. Define advertising. What are the advantages and disadvantages of advertising?

11. What are the strategies adopted in the Maturity stage of product life cycle?

12. Write a note on DPCO.

13. Explain functions of retailers.

SHORT ANSWERS   **10 x 2 = 20 Marks**

14. Define fixed assets and liquid assets.

15. Law of demand.

16. Explain TRIPS and GATT.

17. What is an augmented product?

18. What are the elements of marketing mix?

19. What is test marketing?

20. What is window display?

21. Define marketing.

22. Write the formula for calculating Retail price.

23. What is product positioning?

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