

Rajiv Gandhi University of Health Sciences, Karnataka

IV Year B.Pharm Degree Examination – JAN-2019

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

Pharmaceutical Marketing and Management (Revised Scheme - 2) Q.P. CODE: 1975

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 is Product life cycle? Explain the various stages of product life cycle.
2. Define book keeping. Explain the components of profit and loss account
3. Explain the functions of wholesaler and retailer in detail

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

4. What are the ideal qualities of a detailman?
5. Write short notes on trade
6. What are the duties and responsibilities of office manager?
7. Write about retail sales
8. Explain the scope of pharmaceutical marketing
9. What are the different types of price competition?
10. Write a note on compensation to detailman
11. Write short notes on channels of distribution
12. Pharmaceutical chain stores
13. What are the objectives of pharmaceutical business firms?

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

14. Significance of patent
15. Brand value
16. Define income and expenditure
17. What is direct mail?
18. What is publicity?
19. Medical exhibition
20. Error of omission
21. Define trial balance
22. Clinical trials
23. Define productivity
