

# Rajiv Gandhi University of Health Sciences, Karnataka

## IV Year B.Pharm Degree Examination - JAN-2019

Time: Three Hours

Max. Marks: 70 Marks

### INDUSTRIAL PHARMACY – I (RS-3)

#### b. Pharmaceutical Marketing and Management

#### Q.P. CODE: 2622

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 are principles of management? Explain Henry Fayol's Principles of management.
2. What is a new product? Explain different stages of new product development.
3. Define advertisement. What are the functions of advertisement? Explain methods of advertising pharmaceutical products.

**SHORT ESSAYS (Answer any Six)****6 x 5 = 30 Marks**

4. Explain the role of market research in pharmaceutical marketing.
5. Write a note on 'selection and training' of PSR.
6. Explain the factors that motivate physicians in prescribing medicines.
7. Write a note on DPCD.
8. Explain the functions of wholesaler.
9. Write a note on USFDA guidelines for pharmaceutical products.
10. Explain the importance of public relations in pharmaceutical marketing.
11. Write a note on hospital as a retail outlet.

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

12. Describe family branding.
13. Comment on remuneration paid to pharmacist.
14. Mention two advantages of market segmentation.
15. Enlist the types of entrepreneurs.
16. What is 'Noise' in communication?
17. Mention criteria to obtain patent.
18. What is the importance of innovation for an organization?
19. What are the objectives of a company?
20. What is meant by product modification?
21. Differentiate between 'stockist' and 'C & F' agent.

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