

Rajiv Gandhi University of Health Sciences  
First Year M. Pharm Degree Examination – May 2013

[Time: 3 Hours]

[Max. Marks: 100]

**PHARMACEUTICAL MARKETING****PAPER II****(Revised Scheme 2)****Q.P. CODE: 9252**

Your answers should be specific to the questions asked.  
Draw neat labeled diagrams wherever necessary.

**LONG ESSAY (Answer any TWO)****2 X 20 = 40 Marks**

1. Discuss the concepts in pharmaceutical marketing in reference to Indian pharmaceutical industry?
2. Define communication. What are the different types of communication employed in the marketing of pharmaceuticals
3. Write a detailed note on the various channels of distribution for pharmaceuticals in India. Discuss the role of the various intermediaries in the channel. Explain in brief any two methods of inventory control

**SHORT ESSAY (Answer any FIVE)****5 X 10 = 50 Marks**

4. Discuss the impact of the current Indian patent law on the pharmaceutical market
5. What are the role and responsibilities of a product manager?
6. Explain the salient features and applications of market research
7. What are the important considerations to be taken while writing a market plan
8. Write notes on the different types of pricing decisions adopted in the marketing of pharmaceuticals
9. Write notes on the different rules adopted in the positioning of pharmaceutical products

**SHORT NOTES (Answer both)****2 X 5 = 10 Marks**

10. What are the characteristics of industrial goods that influence their marketing
11. Write notes on the SWOT analysis of the Indian pharmaceutical market

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