



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

Long Essay (Answer and Two)

2 X 20 = 40 Marks

1. Write a detailed note on the pharmaceutical product life cycle giving examples of products in the different stages. What are the strategies to be adopted during each stage?
2. Explain in detail the different factors to be considered in launching a product in the global pharma market. Add notes on the current scenario of the global pharma market.
3. Write detailed notes on the various aspects of communication and promotion mix decisions in pharmaceutical marketing.

Short Essay (Answer any Five)

5 x 10 = 50 Marks

4. What are different methods of forecasting in pharmaceutical marketing
5. Write notes on the Indian patent law 1970 and its amendments.
6. Discuss physician's prescribing habits and new product adopting cycle.
7. What do you mean by swot analysis. Explain what reference to the Indian pharma market.
8. Explain in brief the role of a distribution manager in pharma marketing.
9. Explain the organization of the pharma marketing department.
10. Discuss the importance of product positioning and differentiation in pharma marketing.

Short Answer (Answer Both)

2 x 5 = 10 Marks

11. List the steps in the new product development process.
12. Write notes on prohibited advertisements as per the DMR (OA) ACT.

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