

Your answers should be specific to the questions asked.

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

1. Explain in detail about the different channels of distribution existing in the pharma industry
2. Explain in detail about the different aspects of field personnel training in the pharma industry
3. Explain in detail the factors to be considered in the global marketing of a pharmaceutical product

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

4. Explain forecasting methods in the pharma industry
5. Discuss market information system in the pharma industry
6. Explain the factors involved in the preparation of a visual aid
7. Explain briefly market segmentation in the pharma industry
8. Explain product life cycle for pharmaceuticals
9. Explain types of product positioning for pharmaceuticals

SHORT NOTES**2 X 5 = 10 Marks**

10. Write short notes on monitoring product launch
11. Write short notes on competitor analysis in the pharma industry

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