



Rajiv Gandhi University of Health Sciences
First Year M.Pharm Degree Examination - Nov 2011

[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.

LONG ESSAY (Answer any TWO)

2 X 20 = 40 Marks

1. What are the different forecasting methods in pharmaceutical marketing? Add notes on MIS in pharmaceutical marketing.
2. Explain with examples the different ways of segmenting the pharma market
3. Discuss in detail about the role of a product manager in pharmaceutical marketing

SHORT ESSAY (Answer any FIVE)

5 X 10 = 50 Marks

4. Explain the different types of pricing decisions for pharmaceutical products
5. Explain the importance of competitor analysis for pharmaceutical products
6. Write notes on the different types of distribution channels in the pharmaceutical industry
7. What are factors to be considered in the marketing of industrial goods
8. What are the factors in global marketing management of pharmaceuticals
9. Explain about pharmaceuticals market in India

SHORT NOTES

2 X 5 = 10 Marks

10. Write brief notes on the steps involved in field research in the pharmaceutical industry
11. What are the factors to be considered in the preparation of a visual aid

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