

**Rajiv Gandhi University of Health Sciences**  
**First Year M.Pharm Degree Examination - October 2010**

[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. Discuss marketing strategy. Explain the different types of strategies adopted in pharmaceutical marketing
2. Explain in detail the different steps involved in the launch of a new pharmaceutical product
3. (a) Discuss about different channels of distribution of pharmaceuticals. Discuss the role of stockists, Wholesalers and retailers in the channel.

**SHORT ESSAY (Answer any FIVE)**

**5 X 10 = 50 Marks**

4. Explain about the different steps involved in market research
5. Explain SWOT analysis of the Indian pharmaceutical industry.
6. Explain various types of positioning for pharmaceutical products.
7. Discuss the job of product manager in the pharma industry
8. Explain the process of competitor analysis
9. Explain product training of sales personnel

**SHORT NOTES**

**2 X 5 = 10 Marks**

10. Write short notes on the different steps in the industrial buying process.
11. Write short notes on importance of communication skills in pharmaceutical marketing

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