Rajiv Gandhi University of Health Sciences, Karnataka
IV Year B.Pharm Degree Examination – DECEMBER 2015

Time: Three Hours   **Max. Marks: 80 Marks**

PHARMACEUTICAL MARKETING
(OS & RS)

Q.P. CODE: 1878

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

LONG ESSAYS (Answer any Two)   **2 x 10 = 20 Marks**

1. Explain services provided by wholesalers to the manufacture and retailer.

2. Explain the concept of Product Life Cycle.

3. List and explain media for advertising pharmaceutical products.

SHORT ESSAYS (Answer any Eight)   **8 x 5 = 40 Marks**

4. How do you segment pharmaceutical market?
5. Write a note on product planning.
6. What is product differentiation? How do you differentiate products?
7. What are the reasons for failure of new products?
8. Describe Government regulations and controls on Pharmaceutical marketing practices.
9. Differentiate between marketing concept and sales concept.
10. Describe cost based and competition based pricing.
11. Write a note on public relations.
12. What are the sources of information for a physician?
13. What are the functions of a detail man?

SHORT ANSWERS   **10 x 2 = 20 Marks**

14. Write a note on hospital as retail outlet.

15. What is a niche?

16. Define distribution.

17. What is patent?

18. What is product mix?

19. Write the formula for calculating retail price.

20. What is break-even volume?

21. Write any two services provided by retailers.

22. Define wages.

23. What is sampling?

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