

Rajiv Gandhi University of Health Sciences
First Year M. Pharm (Pharmaceutical Marketing and Management) Degree
Examination – NOVEMBER 2015

[Time: 3 Hours]

[Max. Marks: 100]

PHARMACEUTICAL MARKETING
(Revised Scheme)

Q.P. CODE : 7951

Your answers should be specific to the questions asked.

Draw neat labeled diagrams wherever necessary.

Long Essay (Answer any Two)

2 X 20 = 40 Marks

1. Discuss how personal selling is important in ethical promotion of prescription products. Enumerate and explain steps involved in effective selling.
2. Explain the implications of different laws, which influence the marketing channels decisions.
3. List and explain all the variables for pharmaceutical product differentiation and discuss different positioning strategies adopted by pharmaceutical companies.

Short Essay (Answer any Five)

5 x 10 = 50 Marks

4. Define product differentiation. Enumerate and explain differentiation variables for Product and Personnel.
5. Who is a product manager? Discuss the roles and responsibilities of product manager in pharmaceutical industry.
6. Discuss elaborately why effective management of stockiests, wholesalers and retailers is important.
7. Discuss the differences in advertising and public relations for pharmaceutical products.
8. What is a brand? Explain the concept of 'Brand Equity' and explain the factors influencing the brand equity.
9. Discuss the policy matters relating to marketing of pharmaceutical products in foreign countries.
10. Discuss how a market is measured, and how is sales forecasting done.

Short Answer (Answer Both)

2 x 5 = 10 Marks

11. How distribution to large Government and Private Institutions is different?
12. Write a note on ethical issues relating to advertising of pharmaceutical products.

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