

Rajiv Gandhi University of Health Sciences, Karnataka

III Year B. Pharm Degree Examination - 16-Jan-2020

Time: Three Hours**Max. Marks: 70 Marks****PHARMACEUTICAL MARKETING****(RS-4)****Q.P. CODE: 2640**

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. Define marketing. Explain its nature and scope of pharmaceutical marketing.
2. Explain in detail the duties, selection, and training of PSR in Pharmaceutical marketing.
3. List and explain Henry Fayol's principles of management.

SHORT ESSAYS (Answer any Six)**6 x 5 = 30 Marks**

4. List and explain the different levels of product with examples.
5. Define marketing mix. What are its important elements?
6. What is staffing? Explain its importance.
7. What are the qualities of a good leader?
8. What are the factors that should be considered in the product pricing of pharmaceutical product?
9. What do you mean by channels of distribution?
10. Explain with examples how the life cycle of a product can be extended.
11. How does a socio-psychological characteristic of consumers influence market segmentation?

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

12. Differentiate between 'needs' 'wants' and 'demands'.
13. What are the advantages of branding?
14. Define authority.
15. What are the importances of public relations in Pharmaceutical market?
16. Name any two acts governing the marketing of Pharmaceutical products.
17. Mention two services of wholesaler to the manufacturer.
18. Name the different types of entrepreneur.
19. What is Critical Path Method?
20. List out the phases of Kaizen's activity.
21. Name the vital statistics of health.
