

# Rajiv Gandhi University of Health Sciences, Karnataka

## IV Year B.Pharm Degree Examination – 18.01.2020

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

### **Pharmaceutical Marketing and Management (Revised Scheme - 2) Q.P. CODE: 1975**

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 how clinical trials help us in analyzing the market in detail with example
2. What are the factors to be considered in fixing the price structure for products?
3. Explain the importance of public relation in marketing

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

4. Write briefly about qualitative and quantitative aspect of Pharma market
5. What is the importance of market segmentation?
6. Explain how the modification of existing product will improve the sales?
7. Give the different stages of new product development with respect to marketing
8. Describe the effect of patent laws on the marketing
9. What are the different pricing strategies followed by the companies
10. How advertisements of Pharma products in various journals will help in improving the sales
11. Write the various steps to improve the prescribing habits of physicians
12. Explain the purpose of detailing
13. Write a note on the pharma exports in India

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

14. Supply chain
15. Trade mark
16. Demographic descriptions
17. Advertisement of drugs in internet
18. Disadvantages of family branding
19. Commercialization stage of product development
20. Difference between selling and marketing
21. Sales management
22. Advantages of market segmentation
23. Errors of omission

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