

**Rajiv Gandhi University of Health Sciences, Karnataka**  
**IV Year B.Pharm Degree Examination - 18-Jan-2020**

**Time: Three Hours****Max. Marks: 70 Marks**

**INDUSTRIAL PHARMACY – I (RS-3)**  
**b. Pharmaceutical Marketing and Management**  
**Q.P. CODE: 2622**

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 management. Describe the primary functions of Management in detail.
2. Explain the stages of "New Product Development".
3. Define marketing. Describe the various functions and scope of Marketing.

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

4. What is product differentiation? Explain with suitable examples.
5. Explain the functions of a retailer.
6. How do you segment of pharmaceutical market?
7. What are the functions of a professional sales representative?
8. Explain the steps in Decision Making process.
9. Explain Government regulations and controls on pharmaceutical marketing practices.
10. Explain methods of non-price competition adopted by pharmaceutical organization.
11. Define Brand. Explain the importance and reasons for branding.

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

12. What is market research?
13. List the elements of marketing mix.
14. Name the stages of product life cycle.
15. What is Trade mark?
16. Differentiate between wholesaler and retailer.
17. Mention the levels of management.
18. Expand 'USFDA' and List any two of its functions.
19. Write a note on cost-based pricing.
20. Define advertising.
21. What are the barriers in communication process?

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