

Total No. of Pages: 2**6328**

Register Number:

Name of the Candidate:

M.B.A. DEGREE EXAMINATION, 2010**(PHARMACEUTICAL MANAGEMENT)****(FIRST YEAR)****(PAPER- IV)****140- PHARMACEUTICAL MARKETING**

Dec)

(Time: 3 Hours)

Maximum: 75 Marks

SECTION-A**(5×3=15)**

*Answer any FIVE questions
All questions carry equal marks*

1. Distinguish inland and foreign trade?
2. Write the nine steps in marketing research?
3. Write a short note on promotion mix?
4. Give sales promotion technique of non-prescription drugs?
5. Write the role of hospitals and government agencies in distribution of pharma products?
6. Write a short note on identification of market for pharmaceutical cosmetic products.
7. Is it necessary to advertise marketing generic drugs?
8. Does advertising perform a useful economic function concerning pharmaceutical products?

SECTION-B**(3×10=30)**

*Answer any THREE Questions
All questions carry equal marks*

9. What are the special features of sales of pharmaceutical products?

10. Draw a sales organization chart and explain?
11. Why and how are markets segmented? Is segmentation always necessary? Give your answer in relation to pharmaceutical products?
12. Write the types of survey for market analysis?
13. Discuss inland and foreign trade. What are the principles governing international trade?

SECTION-C

(1×15=15)

Answer any ONE question

14. Discuss the objectives and features affecting inventory control.
15. What are the characteristics of a good advertisement?
16. Discuss the channels of distribution of pharmaceutical marketing.

SECTION-D

(1×15=15)

(Compulsory)

17. Discuss the role of the following personnels in sales promotion of pharma products
 - a) Super stockist
 - b) Stockist
 - c) Retailer

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