

Rajiv Gandhi University of Health Sciences, Karnataka

IV Year B.Pharm Degree Examination – Aug / Sep 2011

Time: Three Hours

Max. Marks: 80 Marks

PHARMACEUTICAL MARKETING & 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 the importance concepts of marketing
2. Explain the price competition and non – price competition
3. What is product differentiation? Explain differentiation practices in the present business

SHORT ESSAYS (Answer any Eight)

8 x 5 = 40 Marks

4. List and explain duties of a detail man
5. Discuss the importance of advertising and sales promotion for pharmaceutical products
6. State the importance of product planning
7. Briefly explain the steps involved in import of goods
8. Explain the influence of internal controls on the manufacturer of pharmaceutical industry
9. What are the methods available for inventory control? Explain any one method
10. Write a note on channels of distribution
11. What are the steps involved in selection process
12. What are the stages of new product developments
13. Define "Supply" Discuss the law of supply

SHORT ANSWERS

10 x 2 = 20 Marks

14. What is product imitation
15. What are different methods available to promote an OTC product
16. What are the advantages of C&F agents
17. Classify retailers
18. What is public relations maintenance
19. What is meant by inland trade
20. Define advertising
21. What is trade mark
22. What are secretarial services
23. What is 'Rate contract'