

Rajiv Gandhi University of Health Sciences, Karnataka
IV Year B.Pharm Degree Examination – Aug / Sep 2011

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. Explain in detail the duties, selection and training compensation of the professional sales representative in pharmaceutical marketing
2. What is product life cycle? Explain different stages involved in the product life cycle
3. What is pricing? Explain the different pricing strategies adopted in promotion of pharmaceutical product

SHORT ESSAYS (Answer any Six)

6 x 5 = 30 Marks

4. Explain the primary functions of management
5. What are the influences of internal control on the company's operation?
6. What are the non-pricing strategies adopted by the pharmaceutical industries?
7. What are the characteristics of branding?
8. Explain the motivation and prescribing habits of the physician
9. Explain the role of market research in analyzing the market
10. Explain the different ways of promotion of the pharmaceutical product
11. Explain in detail the ICH guidelines for the pharmaceutical product

SHORT ANSWERS

10 x 2 = 20 Marks

12. Write the advantages of retailer
13. Write the importance of communication
14. Define market segmentation
15. Define marketing mix
16. Define patent law and trade marks law
17. Define the term marketing
18. Write the names of different channels of distribution
19. Names of different stages in new product development
20. How product can be classified?
21. Define product differentiation
