

Rajiv Gandhi University of Health Sciences, Karnataka
IV Year B.Pharm Degree Examination – Sep 2012

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. What is the role of stockist? Write the services of stockiest towards the manufacturer & retailer
2. What do you mean by product development? Explain the stages in the new product development
3. What is "Trial balance" state the advantages and disadvantages of preparing trial balance

SHORT ESSAYS (Answer any Eight)

8 x 5 = 40 Marks

4. Discuss the buying motives of ultimate consumer in the pharmaceutical market
5. What is demand? What are the determinants of demand
6. Define marketing. Explain its importance
7. What are the principles of organizing a management function explain
8. List the factors that influence pricing decisions
9. Write the ideal characters of a good brand
10. Write a note on motivation factors for physician to prescribe a specific brand
11. Discuss the importance of advertising and sales promotion for pharmaceutical products
12. What is the impact of patents on pharmaceutical industry in India
13. Explain "cost oriented" and competition – oriented types of pricing

SHORT ANSWERS

10 x 2 = 20 Marks

14. Define the term motivation
15. Define the term detailing
16. List four methods of compensation
17. Define foreign trade
18. What is market segmentation
19. What is product positioning
20. List the implications of stock out position in the inventory
21. What is non – price competition in pharmaceutical industries
22. What is net profit
23. State the law of demand