

Rajiv Gandhi University of Health Sciences, Karnataka
IV Year B.Pharm Degree Examination – NOV 2016

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. Define the term "Marketing". Describe the various functions of Marketing.
2. What is detailing? Explain the purpose of detailing, duties, selection and training compensation and future prospects of the detail man.
3. Explain the principles of book - keeping. How to maintain profit and loss account details.

SHORT ESSAYS (Answer any Eight)**8 x 5 = 40 Marks**

4. Classify retail institutions and add a note on hospital as retail outlet.
5. Note on demand schedule and demand curves.
6. Explain the sources of data for marketing research.
7. Write a brief note on "Product Differentiation".
8. Briefly explain the advantages and disadvantages of "Foreign Trade",
9. What are the effects of government regulation and control on marketing practices?
10. Explain the stages of new product development.
11. Briefly explain different methods of filing.
12. Explain non - price competition in pharmaceutical industry.
13. Briefly explain the steps involved in import of goods.

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

14. Explain any four types of product.
15. What is prescription cycle?
16. Define wages.
17. What is "Law of demand"?
18. Write any four duties of professional sales representative.
19. State the significance of sampling in pharmaceutical marketing.
20. What are the objectives of preparing trial balance?
21. State any four media of communication.
22. Explain the term, "Product differentiation", with suitable example.
23. What is packaging?

Rajiv Gandhi University of Health Sciences, Karnataka

www.FirstRanker.com