

**Rajiv Gandhi University of Health Sciences, Karnataka**  
**IV Year B.Pharm Degree Examination – DEC-2017**

**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 concept of preparing a balance sheet.
2. What do you mean by product development? Explain the stages in new product development.
3. Explain different stages of product life cycle.

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

4. Explain the different methods of promotion for pharmaceutical product.
5. What is Branding of a product?
6. Explain the influence of internal controls on the manufacturer of pharmaceutical industry.
7. Write a note on market segmentation.
8. Write a note on motivation factors for physician to prescribe a particular brand.
9. Explain briefly advantages and disadvantages of 'Foreign Trade'.
10. Explain the steps involved in decision making.
11. What do you mean by product positioning?
12. Write a note on non-price competition.
13. Explain the different communication media in pharmaceutical trade.

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

14. Define the term brand loyalty.
15. State the significance of sampling in pharmaceutical marketing.
16. What do you understand by public relations?
17. What are secretarial services?
18. Discount coupon.
19. What is the difference between 'Augmented product' and 'potential product'?
20. Explain the secondary data used for marketing research.
21. What are the advantages of planning?
22. Hospital as retail outlet.
23. What is non-price competition in pharmaceutical industries.