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Roll No

BP-803T(A)/PY-803(A)-CBGS

**B.Pharmacy VIII Semester (PCI Scheme)/
(Non-PCI Scheme)**

Examination, June 2020

Choice Based Grading System (CBGS)

Pharmaceutical Marketing Management

Time : Three Hours

Maximum Marks : 75

Note: i) Attempt any five questions.

ii) All questions carry equal marks.

1. Define marketing management. Explain designing, conflict and role of marketing channels.
2. Explain the importance and role of marketing research. Discuss the different techniques of pharmaceutical marketing research.
3. Explain in detail about importance, objectives, methods and strategies of pricing. Give an overview on Drug Price Control Order (DPCO).
4. Discuss the concepts and scope of marketing. Discuss consumer and industrial buying behavior.
5. Discuss the importance of product branding. Explain the concept of product management in pharmaceutical industry.

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6. What are the different online promotional techniques for OTC products? Evaluate the modern methods in advertising and sales promotion.
7. What do you mean by PSR? Discuss duties, selection, training and future prospects of PSR.
8. Write short notes on any three of the following:
 - a) Emerging concepts in marketing
 - b) National Pharmaceutical Pricing Authority (NPPA)
 - c) New product decisions
 - d) Market segmentation and targeting

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