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**BPHARM**  
**(SEM VIII) THEORY EXAMINATION 2023-24**  
**PHARMA MARKETING MANAGEMEN**

TIME: 3 HRS

M.MARKS: 75

**Note:** 1. Attempt all Sections. If require any missing data; then choose suitably.

**SECTION A**

1. Attempt *all* questions in brief.

10 x 2 = 20

a.	Differentiate between consumer and industrial buying behaviour.
b.	What is the role of market research?
c.	What are tangible and intangible products?
d.	Define product portfolio.
e.	What is the role of personal selling?
f.	Name determinants of promotional mix.
g.	Define physical distribution.
h.	Classify channel conflicts
i.	Differentiate between horizontal and vertical marketing
j.	What is consumerism?

**SECTION B**

2. Attempt any *two* parts of the following:

2 x 10 = 20

a.	What demographic and socio-psychological characteristics define consumers?
b.	How does a product evolve in a market? Discuss stages of its life cycle.
c.	What are some effective online promotional techniques used for OTC products in the pharmaceutical industry?

**SECTION C**

3. Attempt any *five* parts of the following:

7 x 5 = 35

a.	What factors influence the motivation and prescribing habits of physicians?
b.	What are the key aspects of product management in the pharmaceutical sector?
c.	Define promotional budget. What factors influence budget allocation?
d.	What tasks are involved in managing physical distribution effectively?
e.	How are PSRs motivated and compensated in the pharmaceutical sector?
f.	Define pricing. What are the various determinants of price?
g.	What are the functions of NPPA in regulating drug prices?