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**BPHARMA**  
**(SEM VIII) THEORY EXAMINATION 2021-22**  
**PHARMACEUTICAL MARKETING MANAGEMENT**

*Time: 3 Hours**Total 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.	Define marketing.
b.	“Management is science or art or combination of both”, Justify
c.	Differentiate between primary and secondary data.
d.	Illustrate the differences between marketing and selling.
e.	Define branding.
f.	Suggest some important purposes of packaging.
g.	What are the fundamental differences between sales promotion and publicity?
h.	Define channel conflict.
i.	Compare and contrast wholesalers and retailers.
j.	Classify the various roles of PSR.

**SECTION B****2. Attempt any two parts of the following:****2 x 10 = 20**

a.	Discuss the various factors of marketing environment which impacts the organizational success.
b.	Elaborate the various stages of product life cycle and suggest the various strategies to be taken by a pharmaceutical house to sustain growth in various phases.
c.	Enumerate the various channels of distribution in pharmaceutical marketing. How will you select the most appropriate channel for distribution of drugs?

**SECTION C****3. Attempt any five parts of the following:****7 x 5 = 35**

a.	Explain the various factors influencing consumer behavior.
b.	Discuss the various basis of market segmentation. Write short note on “role of market research”.
c.	Narrate the various types of advertisement media you will consider for promoting a cosmetic product. Justify the factors which will have an impact on effectiveness of an advertisement.
d.	Justify the role of professional sales representative. Highlight the process of selection and training of the sales representatives in a pharma organization.
e.	Write short note on DPCO and NPPA
f.	Write short notes on: i. Rural Marketing ii. Global Marketing.
g.	Suggest some online promotional techniques for OTC Products.