Printed Pages : 1   **Roll No.** ☐☐☐☐☐☐☐☐☐☐☐   **BOP483**

B.PHARM.
THEORY EXAMINATION (SEM–VIII) 2016-17
PHARMACEUTICS-XI (PHARMACEUTICAL MARKETING & MANAGEMENT)

Time : 3 Hours   *Max. Marks : 100*
Note : *Be precise in your answer. In case of numerical problem assume data wherever not provided.*

SECTION – A

1.   **Explain the following:**   10 x 2 = 20
   (a)   Entrepreneurship
   (b)   Prospective customers
   (c)   Online shopping
   (d)   Business
   (e)   Advertising
   (f)   Sales promotion
   (g)   Financial management
   (h)   Market targeting
   (i)   Pharmaceutical marketing
   (j)   Market segmentation

SECTION – B

2.   **Attempt any five of the following questions:**   5 x 10 = 50
   (a)   Give a brief discussion to operative management.
   (b)   What is e-commerce? Explain.
   (c)   Give definition, steps and limitations of market research
   (d)   Explain various concepts in demand measurement.
   (e)   Elaborate concepts of management.
   (f)   Discuss different aspects of production management.
   (g)   Discuss terms, conditions and requirements to start up business.

SECTION – C

Attempt any two of the following questions: 2 x 15 = 30
3   Discuss various aspects of Salesmanship in detail.
4   **Write notes on the following:**
   (i)   Geo-demographic analysis.
   (ii)   Estimating industry sales.
5   **Give description of the following:**
   (i)   Performance evaluation.
   (ii)   Market segmentation.