

B.PHARM
(SEM-VIII) THEORY EXAMINATION 2017-18
PHARMACEUTICS-XI
(PHARMACEUTICAL MARKETING & MANAGEMENT)

Time: 3 Hours

Total Marks: 100

Note: 1. Attempt all Sections.

SECTION A

- 1. Attempt all questions in brief. 2 x 10 = 20**
- a. Give the importance of planning.
 - b. What should be the qualities of a good entrepreneur?
 - c. Classify methods of motivation.
 - d. What are the various steps involved in decision making process?
 - e. What are the principles of communication?
 - f. Write the significance of bookkeeping.
 - g. Define price elasticity.
 - h. Define Market targeting.
 - i. What do you understand by inventory control?
 - j. Write down the principal of ethics of sales.

SECTION B

- 2. Attempt any three of the following: 10 x 3 = 30**
- a. Write a detail note on various channels of distribution.
 - b. Give a detailed account of e-commerce.
 - c. How the future demand of a market is estimated?
 - d. Write a note on Research report and significance of Market research.
 - e. Classify and explain Production planning and control.

SECTION C

- 3. Attempt any one part of the following: 10 x 1 = 10**
- (a) Define Pharmaceutical Marketing. Differentiate between general marketing and pharmaceutical marketing.
 - (b) Write a detail note on significance of Personal Selling.
- 4. Attempt any one part of the following: 10 x 1 = 10**
- (a) Define Market Research. Differentiate between primary and secondary data. Explain the different techniques of collecting primary data.
 - (b) Explain various concepts in demand measurement.
- 5. Attempt any one part of the following: 10 x 1 = 10**
- (a) Write a note on Research report and significance of Market research.
 - (b) Describe the various advertising techniques in marketing.

6. **Attempt any *one* part of the following:** **10 x 1 = 10**
- (a) Write a detail note on Geo-demographic analysis with examples.
 - (b) Write a detail discussion of operative management.
7. **Attempt any *one* part of the following:** **10 x 1 = 10**
- (a) Discuss various aspects of Salesmanship in detail.
 - (b) Discuss terms, conditions and requirements to start up business.

21.05.18 EVENING CORRECTION

BOP483

Kindly read Q.5a) as

Q.5. a) Give protocol for performance evaluation of pharmaceutical production management.