

28/12/23

Seat Number

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DAGDU-35

BP-803-ET : PHARMACEUTICAL MARKETING MANAGEMENT

(748803)

Total Pages : 3]

Time: 3 Hours

Max. Marks : 75

**Instruction to Candidates:**

1. Do not write anything on question paper except Seat No.
2. All questions are compulsory.
3. Figures to right indicate full marks.
4. Students should note, no supplement will be provided.
5. Graph or diagram should be drawn with the black ink pen or black HB pencil.

**1. A) Answer all the questions.**

10

- i) Following which is the example of type of data collection in quantitative market research
  - A. Mail
  - B. Face to Face
  - C. Telephone
  - D. All
- ii) Which of the following is NOT a limitation of branding?
  - A. It is expensive
  - B. It reduces selling efforts
  - C. It promotes unfair competition
  - D. It promotes unfair competition
- iii) Which of the following is a major advantage of personal selling?
  - A. Targeted Message
  - B. Reach and Frequency
  - C. More Sales
  - D. None of these
- iv) Characteristic of sales representative are
  - A. Communication skill
  - B. Integrity and Trust
  - C. Ability to build relationships
  - D. All of the above
- v) DPCO Stands for
  - A. Drug Process Control Office
  - B. Drug Price Command Order
  - C. Drug Price Control Order
  - D. Drug Process Control Order

- vi) Marketing is a process of converting the potential customers into .....
  - A. Actual Customers
  - B. Prospective Customers
  - C. Marketers
  - D. None of these
- vii) Which of the following is NOT considered a type of reseller?
  - A. Wholesaler
  - B. Retailer
  - C. Manufacturer
  - D. Distributor
- viii) Setting price on the basis of the demand for the product is known as.....
  - A. Cost based pricing
  - B. Demand based pricing
  - C. Competition based pricing
  - D. Value based pricing
- ix) Which of the following is not an element of promotion mix?
  - A. Advertisement
  - B. Sales Promotion
  - C. Personal Selling
  - D. Branding
- x) What is the full form of USP in product positioning?
  - A. Unique Selling Propositions
  - B. United State Pharmacopeia
  - C. United Sale Performa
  - D. Union Share Price

**B) Answer the following questions**

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- i) What do you mean by Product Branding?
- ii) Enlist different forms of advertising.
- iii) Distinguish between Marketing and Selling.
- iv) What is DPCO & give its significance.
- v) What are objectives of Physical Distribution?

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

20

- i) Explain in detail about product life cycle.
- ii) Define Promotion. Describe various factors affecting promotional mix.
- iii) Define Pricing. Explain in detail pricing method & pricing strategies.

3. **Attempt any seven of the following.**

35

- i) Explain Concept & Scope of Marketing.
- ii) Define Personal Selling. Explain steps involved in Effective Selling.
- iii) Write note on Product Management in Pharmaceutical Industry.
- iv) Enlist and Describe different types of Industrial Marketing.
- v) Explain various duties of PSR.
- vi) Define Rural Marketing. Describe its Opportunities & Challenges.
- vii) Write note on conflict in channels.
- viii) Explain in detail about Roles of Market Research.
- ix) Describe NPPA & give their functions.