

W-2022

PANKH-27

BP 803 ET
Pharma Marketing Management

Time: Three 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.

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1. A) Answer all the questions. 20
- i) Micro environment include-----
a) Supplier b) Marketing Intermediaries
c) Customers, Competitors and the General Public d) All of the Above
 - ii) -----is the process whereby individuals decide what, when, where, how and from whom to purchase goods and services."
a) Buying behaviour b) Psychological behaviour c) Consumer behaviour d) None of the above
 - iii) Good marketing is no accident, but a result of careful planning and _____.
a) Execution b) Selling c) Strategies d) Research
 - iv) When you add a new product to a line, it is referred to as _____.
a) Line extension b) Line depth c) Line consistency d) Line vulnerability
 - v) Labelling, packaging are associated with:
a) Price mix b) Product mix c) Place mix d) Promotion mix
 - vi) Which of the following is not a type of decision usually made during the product development stage?
a) Branding b) Product positioning c) Packaging d) Product screening
 - vii) The forecasting method that uses the firm's historical sales data in an attempt to find patterns in the firm's sales volume over time is
a) The regression method b) Customer forecasting c) A market test
d) Sales-force forecasting
 - viii) The forecasting method that is least dependent on historical data is
a) Regression analysis b) Trend analysis c) Time series analysis
d) Cycle analysis
 - ix) The width of a product mix is measured by the number of product
a) Dimensions in the product line b) Features in each brand
c) Items in the product line d) Lines a company offers
 - x) Demonstration is an exercise to
a) Attractively pack and display the goods
b) Prove the characteristic of the product
c) Both (a) and (b)
d) Neither (a) and (b)

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- xi) The stage of the product life cycle, generates most sales revenue for the firm
a) Introduction b) Growth c) Maturity d) Decline
- xii) Which of the following factors influence in economical consumer behaviour
a) Income b) Purchasing power c) Capacity of spent and save d) All of the above
- xiii) A detergent that advertises how clean it gets clothes is appealing to the
a) Consumer need b) Functional c) Symbolic d) Biological
- xiv) Following which is a cost base pricing method
a) Value pricing b) Mark-up pricing c) Going rate pricing d) Transfer pricing
- xv) Apple and Starbucks, who announced a music partnership in 2007, is an example of which Marketing system.
a) Horizontal b) Vertical c) Contractual d) Administered
- xvi) In which the main members of a distribution channel i.e. producer, wholesaler, and retailer, work together as a unified group in order to meet consumer needs.
a) Horizontal marketing b) Vertical marketing c) None d) All
- xvii) Give the full form of SCM..
a) Solid chain management b) Supply chain management
c) Sequence chain management d) None
- xviii) _____ level of organization use direct selling mode to take the products from the production houses to the consumers directly
a) Zero level b) One level c) Two level d) Three level
- xix) The _____ of the product is depend on the selling of product
a) Consumer b) Advertising c) Promotion d) Sale
- xx) The total no. Of product sold in all line, is referred as
a) As length of the product mix b) As depth of product
c) As Marketing mix d) Non of the above

2. Attempt any two of the following. 20
- i) What are macro environment, write in detail?
 - ii) Write a note on distinction between marketing and selling?
 - iii) Explain in detail sales force recruitment and training?

3. Attempt any seven of the following. 35
- i) Write a note on Industry and competitive analysis?
 - ii) What are factors significant in buying?
 - iii) What are characteristics of consumer?
 - iv) What are the tasks in physical distribution management?
 - v) What is detailing, write its purpose?
 - vi) Define medical exhibition and write its advantages?
 - vii) Write duties of PSR
 - viii) Classify product on the basis of users?
 - ix) Give online promotional techniques for OTC Products?
