

Subject - Pharma Marketing Management

Class – Final Year B.Pharm

Subject Code - BP803ET (748803)

Sem. – VIIIth

Time: Three Hours

Max. Marks: 75

Instructions to Candidates:

1. Do not write anything on question paper except Seat No.
2. Graph or diagram should be drawn with the black ink pen being used for writing paper or black HB pencil.
3. Students should note, no supplement will be provided.
4. All questions are compulsory.

Q.1 Multiple Choice Questions

(20)

- 1) Which of the following is not Type of marketing environment?

A. Internal Environment	B. Micro Environment
C. Macro Environment	D. Business Environment
- 2) Pharma market research helps in

A. Understanding the market & competition	B. Targeting the right customers
C. Designing the unique value proposition	D. All of the above
- 3) TBP is stand for

A. Theory of Planned Behaviour	B. Theory of Product Behaviour
C. Theory of Promotion Behaviour	D. None of this Effect
- 4) Task environment is also called as

A. Macro environment	B. Micro environment
C. Internal environment	D. None of the above
- 5) Who is the father of modern Marketing?

A. Peter Drucker	B. Philip Kotler	C. Adam Smith	D. Henry Fayol
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- 6) Which are the 4P's make up a typical marketing mix?

A. Product, Price, Pattern, Page	B. Product, Profile, Positioning, Package
C. Product, Price, Place, Promotion	D. Product, Price, Promotion, Part
- 7) In which year who proposed the "Product Portfolio Analysis"

A. 1978, Dr. Phillips Kotler	B. 1986, Adam Smith
C. 1973, Peter Drucker	D. 1976, Michale E. Porter
- 8) _____ is the one of business function which mainly deals with customer.

A. Promotion B. Pricing C. Product D. Marketing

9) The focus of marketing today is _____

A. Value & satisfaction B. Quality
C. Long Term Relationship D. All of the above

10) In steps of product positioning, USP means

A. Unique Safe Propositions B. Unique Self Propositions
C. Unique Selling Propositions D. Unique Secure Propositions

11) _____ is identity of product, service or business.

A. Brand B. Promotion C. Price D. None of the above

12) How many stages of product life cycle

A. 4 B. 5 C. 3 D. 2

13) The word 'market' is derived from the Latin word

A. Marcatus B. Markario C. Markanda D. MArkaz

14) The visual trademark that identifies the brand:

A. Graphics B. Logo C. Tagline D. Tastes

15) Lead letters, Posters, Catalogs are type of

A. Direct mail B. Journals C. Personal selling D. Medical exhibition

16) The series of steps through which every product goes is called

A. Product Life Cycle B. Product Portfolio
C. Product Positioning D. Product mix length

17) What are methods of promotion?

A. Advertising B. Personal Selling C. Public relation D. All of the above

18) Which of the following is NOT considered a type of reseller?

A. Wholesaler B. Retailer C. Manufacturer D. Distributor

19) AIDA stands for

A. Awareness, Interest, Desire, Action B. Acquire, Invest, Desire, Action
C. Attention, Internet, Debit, Action D. Awareness, International, Desire, Action

20) DPCO act was passed by Indian Government in which year?

A. 1970 B. 1965 C. 1987 D. 1975

Q. 2 Solve any two**(20)**

- 1) Define Marketing. Explain the components of marketing environment.
- 2) Define Promotion. Explain in detail about method of promotion.
- 3) Define Physical Distribution Management. Explain in brief about Physical Distribution Management.

Q. 3 Solve any Seven**(35)**

- 1) What is the full form of PSR? Write down the Duties of PSR.
- 2) What is mean by price? Write down the determinants of price.
- 3) What is the full form of NPPA? Explain in short about NPPA.
- 4) Write down the formula for fixing of MRP. Write down advantages & disadvantages of consumerism.
- 5) Explain the channel members in pharmaceutical marketing channels.
- 6) What is mean by OTC drug? Write down steps of personal selling.
- 7) Define Label. Write its function and requirement.
- 8) What is mean by product portfolio? Write down importance of product portfolio analysis.
- 9) Explain in brief about product life cycle (PLC).