School of Medical and Allied Sciences

Pharmacy ETE - May 2023

Time: 3 Hours **Marks**: 75

Sem VIII - BP803ET - Pharma Marketing Management Your answer should be specific to the question asked Draw neat labeled diagrams wherever necessary

1.	Name the different types of purchases and buying situations.		K1 CO1	(2)
2.	Compare between selling and marketing.		K2 CO1	(2)
3.	What is the importance of new product decisions.		K1 CO2	(2)
4.	Classify the different layers of product.		K2 CO2	(2)
5.	Define sales promotion according to W.J. Stanton and its merits.		K1 CO3	(2)
6.	Classify the different types of advertising.		K2 CO3	(2)
7.	Define the role of various channel members in distribution channel.		K1 CO4	(2)
8.	Explain the term marketing channel according to philip Kotler and levels of marketing channel.		K2 CO4	(2)
9.	Define the term Global marketing.		K1 CO5	(2)
10.	Explain the term NPPA.		K2 CO5	(2)
11.	Model the importance and techniques of market research. OR		K3 CO1	(5)
	Apply your knowledge and explain the	e following terms in brief. b. Consumer buying behaviour		
12.	Simplify the external environment in brief.		K4 CO1	(5)
13.	Model the different stages of product life cycle.		K3 CO2	(5)
14.	Simplify the various branding strategy decisions.		K4 CO2	(5)
15.	Model the different elements of promotion mix.		K3 CO3	(5)
16.	Simplify product portfolio analysis in brief. OR		K4 CO3	(5)
	Distinguish between product packaging and labelling decisions.			
17.	Elaborate about		K6 CO5	(5)
	A. Horizontal Marketing Industrial Marketing	b. Vertical Marketing d. NPPA		
18.	· ·	process of professional sales representative.	K5 CO4	(10)
19.	Discuss about National Pharmaceutical Pricing Authority in detail.		K6 CO5	` '
15.	OR		110 000	(10)
	Elaborate Drug Price Control Order in brief.			

Elaborate Drug Price Control Order in brief.