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School of Medical and Allied Sciences

Bachelor of Pharmacy

Mid Term Examination - Mar 2024

Duration : 90 Minutes

Max Marks : 30

Sem VIII - BPET8003 - Pharma Marketing ManagementGeneral Instructions*Answer to the specific question asked**Draw neat, labelled diagrams wherever necessary**Approved data hand books are allowed subject to verification by the Invigilator*

- 1) Define the term marketing according to Philip Kotler. K1 (2)
- 2) Explain the term packaging and labelling decisions. K2 (2)
- 3) Explain the term product portfolio analysis. K2 (2)
- 4) What are the objectives of marketing? K1 (2)
- 5) Explain the term customer value hierarchy. K2 (2)
- 6) Make use of examples explain the term situational analysis in brief. K3 (5)
- 7) Simplify the various branding strategy decisions. K4 (5)

OR

- Simplify the online promotional strategies for OTC products. K4 (5)
- 8) Interpret the external marketing environment in brief. K5 (10)

OR

- Interpret the significance of product management in the pharmaceutical industry. K5 (10)