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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 - BPMR8014 - Medical Sales RepresentativeGeneral 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 6Ps of healthcare system. K1 (2)
 - 2) Explain the role of Medical Sales Representative. K2 (2)
 - 3) Explain the term Uniform Code of Pharmaceutical Marketing Practices. K2 (2)
 - 4) What are the basic skills required to perform the job of Medical Sales Representative? K1 (2)
 - 5) Explain the term National Pharmaceutical Pricing Authority. K2 (2)
 - 6) Make use of examples explain the different methods for collecting market information. K3 (5)
 - 7) Simplify the functions of NPPA. K4 (5)
- OR**
- Simplify the various communication strategies to deal with healthcare practitioner, hospital and clinic staff. K4 (5)
 - 8) Interpret the importance of Medical Sales Representative. K5 (10)
- OR**
- Interpret the various promotional strategies for drug products for retail pharmacies. K5 (10)