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School of Medical and Allied Sciences

Bachelor of Pharmacy

Semester End Examination - May 2024

Duration : 180 Minutes

Max Marks : 75

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) List various responsibilities of PSR. K1 (2)
- 2) Classify the different types of competitor and define the term competitor analysis. K2 (2)
- 3) What is the difference between inter-type and multi-channel conflict? K1 (2)
- 4) Illustrate the term Promotion mix. K2 (2)
- 5) What do you understand by the term Industry buying behaviour? K1 (2)
- 6) Explain the term Vertical Marketing. K2 (2)
- 7) Define the concepts of marketing and selling. K1 (2)
- 8) Explain the term DPCO. K2 (2)
- 9) List any three distinctive features that differentiate marketing from selling in a business context. K1 (2)
- 10) Explain the term sales promotion according to W.J. Stanton and its merits. K2 (2)
- 11) Apply your knowledge and explain the future prospects of PSR. K3 (5)

OR

- Apply your knowledge and explain the steps involved in designing the marketing channel system. K3 (5)
- 12) Distinguish between industry buying behaviour and consumer buying behaviour. K4 (5)
 - 13) Model the purpose of detailing, selection and training of PSR. K3 (5)
 - 14) Distinguish between the levels of product along with suitable examples.. K4 (5)

15) Make use of examples explain the methods and strategies for evaluating and motivating the PSR. K3 (5)

16) Distinguish between vertical and horizontal marketing systems. K4 (5)

OR

Distinguish between advertising and direct mail. K4 (5)

17) Analyze the concept of industrial marketing. How does it differ from consumer marketing, especially in the context of pharmaceuticals? K4 (5)

18) Elaborate the challenges pharmaceutical companies face in price management, especially in highly regulated markets. K6 (10)

19) Explain the product mix decisions in brief. K5 (10)

OR

Explain the different methods of Market Research. K5 (10)