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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 - 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) List various government regulations during Covid -19 K1 (2)
- 2) Classify various product pricing methods. K2 (2)
- 3) What is the difference between medical information team and product team. K1 (2)
- 4) Illustrate the concepts of product pricing and discounts. K2 (2)
- 5) What do you mean by medical information team? K1 (2)
- 6) Explain the role of digital promotion for medicinal product. K2 (2)
- 7) Define the term tele promotion strategy. K1 (2)
- 8) Explain the term product portfolio. K2 (2)
- 9) List the different techniques of collecting market information. K1 (2)
- 10) Explain the concept of impact of seasons and disease management programs on the prescription trends. K2 (2)

- 11) Apply your knowledge and explain the benefits of RCPA. K3 (5)

OR

- Apply your knowledge and explain the 6Ps of healthcare system. K3 (5)

- 12) Simplify the methods of pharmacovigilance. K4 (5)
- 13) Apply your knowledge and explain the primary function of a product team in the context of tele and digital promotion for medicinal products. K3 (5)
- 14) Simplify the differences between the various online reporting methods used for sales. K4 (5)

15) Apply your knowledge and explain the concept of tele and digital promotion for medicinal product. K3 (5)

16) Distinguish between product portfolio and product pricing. K4 (5)

OR

Distinguish between stakeholder engagement and RCPA. K4 (5)

17) Analyze the different types of sales reports. K4 (5)

18) Elaborate the essentials of pharmacovigilance. K6 (10)

19) Explain the 6Ps components of healthcare system. K5 (10)

OR

Explain the primary objective of conducting a Retail Chemist Prescription Audit (RCPA) in pharmaceutical marketing? K5 (10)