

B. Pharm. IVth Year (CBCS Pattern) Semester-VIII  
**BP803ET - Pharmaceutical Marketing Management**

P. Pages : 3

Time : Three Hours



**GUG/W/24/14149**

Max. Marks : 75

- Notes : 1. Que. No. 1 is based on MCQ.  
2. All questions are compulsory.

**1. Multiple Choice Question.**

**1x20  
=20**

- 1) Pharmaceutical representative monitor ----- patterns of physicians in a given geographic territory.
  - a) Prescribing
  - b) Promotion
  - c) Distribution
  - d) Sale
- 2) Apple and star bucks, who announced a music partnership in 2007, is an example of which marketing system.
  - a) Vertical
  - b) Horizontal
  - c) Contractual
  - d) Administered
- 3) The government has notified the DPCO 2013 under the -----.
  - a) Essential Commodities Act, 1965
  - b) Essential Commodities Act, 1955
  - c) Essential Commodities Act, 1975
  - d) Essential Commodities Act, 1985
- 4) Following which is the example of functional middlemen?
  - a) Broker
  - b) Commission agent
  - c) Auctioneers
  - d) All of these
- 5) Wholesaler proper is also known as -----
  - a) Retailer wholesaler
  - b) Distributor
  - c) Manufacturer wholesaler
  - d) All of above
- 6) Following which is the example of itinerant retailers.
  - a) Hawkers
  - b) Street traders
  - c) Market traders
  - d) All of above
- 7) Selling is really getting all the information need to help doctors make -----
  - a) Sales conversations
  - b) Strategic decisions
  - c) Prescribing decisions
  - d) Motivation
- 8) ----- include selling of agricultural tools, cattle, carts and others to another village in its proximity.
  - a) Urban to rural marketing
  - b) Rural to urban marketing
  - c) Rural to rural marketing
  - d) None

- 9) The right e-detailing tool would support -----
  - a) Prescription
  - b) Educate
  - c) Distribution
  - d) Interaction
- 10) ----- has no intermediary (middlemen) levels.
  - a) Direct marketing channel
  - b) Indirect marketing channel
  - c) Both a and b
  - d) None
- 11) Following which is the sales related objective of pricing?
  - a) Sales growth
  - b) Target market share
  - c) Increase in market share
  - d) All of above
- 12) These wholesalers concentrate solely on buying and selling of goods in large quantities.
  - a) Retailer wholesaler
  - b) Wholesaler proper
  - c) Manufacturer wholesaler
  - d) None
- 13) The ----- of this material needs to stand out for the promotional campaign to be successful.
  - a) Consumer
  - b) Facebook ads
  - c) Direct mailing
  - d) Logo and design
- 14) The process of ----- depends on intrinsic and extrinsic factors.
  - a) Decision
  - b) Prescription
  - c) Motivation
  - d) Distribution
- 15) Following which is the sales related objective of pricing?
  - a) Sales growth
  - b) Target market share
  - c) Increase in market share
  - d) All of above
- 16) Marketing techniques used by pharmaceutical companies to ----- a physician.
  - a) Prescribing
  - b) Move
  - c) Promote
  - d) Educate
- 17) e-detailing can significantly reduce the amount of time that a ----- takes.
  - a) Sales conversations
  - b) Educate
  - c) Distribution
  - d) Interaction
- 18) Following which is the example of functional middlemen?
  - a) Retailer
  - b) Wholesaler
  - c) Both a and b
  - d) None
- 19) Sales process introduced the drugs and how to promote the drug and company.
  - a) Sales conversation
  - b) Sale process
  - c) Distribution
  - d) Prescription
- 20) Following which is the profit related objective of pricing?
  - a) Maximum current profit
  - b) Target market share
  - c) Increase in market share
  - d) None of the above

- 2.** Solve the following **any two**. **2x10**  
**=20**
- 1) Explain in detail about new product decision with product branding, packaging, and labelling decision.
  - 2) Explain Product Management in Pharmaceutical industry.
  - 3) Give detail overview on pricing and explain pricing methods and strategies with MRP management in Pharma Marketing.

- 3.** Solve the following **any seven**. **7x5**  
**=35**
- 1) Write general concepts of Marketing.
  - 2) Explain in short industrial buying behavior.
  - 3) Write a note on industrial buying behavior.
  - 4) Write a short rural marketing.
  - 5) Give the Role of market research.
  - 6) Explain in DPCO.
  - 7) Explain the basic of product management.
  - 8) Write a short note on journals.
  - 9) Distinction between marketing & selling.

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