



- xi) What is a distribution channel?  
 a) A Group of distributors  
 b) A Shop or other retail outlet  
 c) A product route through the supply chain  
 d) An electronic network
- xii) How many levels of Intermediaries are there in a direct sales channel?  
 a) 0  
 b) 1  
 c) 2  
 d) 3
- xiii) Advertising aims at.....  
 a) Product Selling  
 b) Marketing  
 c) Customer Relation  
 d) Mass Communication
- xiv) Which of these is not a sale promotion technique?  
 a) Questionnaire  
 b) Bonus Pack  
 c) Loyalty Card  
 d) Coupons
- xv) The word advertising is means turning off ----- to something.  
 a) Attention  
 b) Desire  
 c) Attraction  
 d) Interest
- xvi) Marketer often use the term ----- to cover various grouping of customer.  
 a) People  
 b) Buying Power  
 c) Demographic segment  
 d) Market
- xvii) Differentiation in pricing for various geographical customer.  
 a) Price Skimming  
 b) Psychological Pricing  
 c) Pricing Variation  
 d) Geographical Pricing
- xviii) ----- fill the communication gap between manufacturer and customer.  
 a) Advertising media  
 b) Message  
 c) Information  
 d) Advertise
- xix) ----- has advantage of being high in selectivity, low cost, immediacy and interactive capabilities.  
 a) Direct Mail  
 b) Outdoor  
 c) Online  
 d) Radio
- xx) Good marketing is no accident but result of careful planning and -----  
 a) Execution  
 b) Selling  
 c) Strategies  
 d) Research

2. Long answer questions solve **any two**.

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- i) What is market segmentation? How do you segment Pharmaceutical Market.
- ii) Explain Product Life Cycle.
- iii) Explain Types of Distribution Channels.

**3. Short Answer Questions (Solve any seven)**

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- i) Write a Steps of Effective Detailing.
- ii) Write about Marketing Environment.
- iii) What are the different type of data required for marketing research?
- iv) Define Advertisement. Classify Advertising
- v) Write a short note on Evaluation of PSR.
- vi) Explain the functions of Wholesaler.
- vii) What are the Marketing research and give its significance.
- viii) Explain different methods of pricing.
- ix) Write in short about Personal Selling.

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