

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

P. Pages : 3

Time : Three Hours



GUG/S/23/14149

Max. Marks : 75

- Notes :
1. All questions are compulsory.
 2. Discuss the reaction, mechanism wherever necessary.

1. Multiple Choice Questions.

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- i) Companies which adopt marketing concept gives importance to -----
 - a) Customer
 - b) Competitor
 - c) Both a & b
 - d) None
- ii) Which of the following transportation model is used for digital products?
 - a) Air
 - b) Ship
 - c) Truck
 - d) The internet
- iii) Ais a marketing channel that has no intermediary level.
 - a) Direct Marketing
 - b) Indirect marketing
 - c) Forward Channel
 - d) Hybrid channel
- iv) Which of the following is not one of the general pricing approaches?
 - a) Competition based
 - b) Cost based
 - c) Relationship pricing
 - d) Penetration pricing
- v) Which of the following is not a price adjustment strategy?
 - a) Segmented pricing
 - b) Promotional pricing
 - c) Free sample
 - d) Geographical pricing
- vi) Advertising is subject to -----
 - a) Social arms
 - b) Group norms
 - c) Company norms
 - d) None
- vii) The task of any business is to deliver ----- at a profit.
 - a) Customer need
 - b) Customer value
 - c) Product & Service
 - d) Improved quality
- viii) What does the term PLC stand for?
 - a) Product life cycle
 - b) Production life cycle
 - c) Product long cycle
 - d) Production long cycle
- ix) Which of the following is stage of Product Life Cycle.
 - a) Introduction Stage
 - b) Growth stage
 - c) Decline Stage
 - d) All of the above
- x) All marketing activities that attempt to stimulate quick buyer action or immediate sales of a product are known as -----
 - a) Sponsorship
 - b) Personal Selling
 - c) Advertising
 - d) Sales Promotion

- 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.
