

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

P. Pages : 3

Time : Three Hours



GUG/S/25/14149

Max. Marks : 75

Notes :

1. Diagrams and Chemical equation should be given wherever necessary.
2. All questions are compulsory.

1. Multiple choices questions.

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- 1) Companies which adopt marketing concept gives importance to -----.
a) Customer b) Competitor
c) Both a & b d) None
- 2) Which of the following transportation model is used for digital products?
a) Air b) Ship
c) Truck d) The internet
- 3) A ----- is a marketing channel that has no intermediary level.
a) Direct marketing b) Indirect marketing
c) Forward channel d) Hybrid channel
- 4) Which of the following is not one of the general pricing approaches?
a) Competition based b) Cost based
c) Relationship pricing d) Penetration pricing
- 5) Which of the following is not a price adjustment strategy?
a) Segmented pricing b) Promotional pricing
c) Free sample d) Geographical pricing
- 6) Advertising is subject to -----
a) Social norms b) Group norms
c) Company norms d) None
- 7) The task of any business is to deliver ----- at a profit.
a) Customer need b) Customer value
c) Product and service d) Improved quality
- 8) What does the term PLC stand for?
a) Product life cycle b) Production life cycle
c) Product long cycle d) Production long cycle
- 9) Which of the following is stage of product life cycle.
a) Introduction stage b) Growth stage
c) Decline stage d) All of the above
- 10) 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

- 11) 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
- 12) How many levels of Intermediaries are there in a direct sales channel?
 - a) 0
 - b) 1
 - c) 2
 - d) 3
- 13) Advertising aims at -----
 - a) Product selling
 - b) Marketing
 - c) Customer relation
 - d) Mass
- 14) Which of these is not a sale promotion technique?
 - a) Questionnaire
 - b) Bonus pack
 - c) Loyalty card
 - d) Coupons
- 15) The word advertising is means turning off ----- to something.
 - a) Attention
 - b) Desire
 - c) Attraction
 - d) Interest
- 16) Marketer often use the term ----- to cover various grouping of customer.
 - a) People
 - b) Buying power
 - c) Demographic segment
 - d) Market
- 17) Differentiation in pricing for various geographical customer.
 - a) Price skimming
 - b) Psychological pricing
 - c) Pricing variation
 - d) Geographical pricing
- 18) ----- fill the communication gap between manufacture and customer.
 - a) Advertising media
 - b) Message
 - c) Information
 - d) Advertise
- 19) ----- has advantage of being high in selectivity, low cost, immediacy and interactive capabilities.
 - a) Direct mail
 - b) Outdoor
 - c) On line
 - d) Radio
- 20) 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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- 1) What is market segmentation? How do you segment pharmaceutical market.
- 2) Explain product life cycle.
- 3) Explain Types of distribution channels.

3. Short answer questions solve any seven.

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- 1) Write a steps of effective detailing.
- 2) Write about marketing environment.
- 3) What are the different type of data required for marketing research?
- 4) Define advertisement classify advertising.
- 5) Write a short note on Evaluation of PSR.
- 6) Explain the functions of wholesaler.
- 7) What are the marketing research and give its significance.
- 8) Explain different methods of pricing.
- 9) Write in short about personal selling.
