

Printed Pages : 2



PHARM485(4)

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 150861

Roll No.

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B.Pharm.

(SEM VIII) THEORY EXAMINATION, 2014-15
PHARMACEUTICAL MARKETING

Time : 3 Hours]

[Total Marks : 80

SECTION – A

Attempt all; each carry equal marks:

2×8=16

- (a) Define the term management.
- (b) What are the dynamic science?
- (c) Discuss in brief about scientific management.
- (d) Explain in brief about motivation.
- (e) Define salesmanship.
- (f) Discuss in brief about light sign.
- (g) Discuss in brief about economy.
- (h) Give the internal control.

SECTION – B

Answer **any four** of the following:

4×6=24

- (a) Explain principle of marketing management.
- (b) Give the distribution of marketing channel.
- (c) Give the competitive aspect of pharmaceutical industry.
- (d) Write a short note on International marketing.
- (e) Explain about patient motivation and market analysis in pharmaceutical marketing.

SECTION – C

Answer **any five** of the following:

5×8=40

- (1) Explain in brief about advertising, detailing and retail competition.
- (2) Write the internal and external control.
- (3) Explain in brief about drug development and the marketing research interface.
- (4) Describe in detail about marketing generic drug.
- (5) Discuss in brief about market behavior and prescribing habits of physician.
- (6) Explain in brief about manufacturer, distributor and wholesaler.
- (7) Give the details about hospital and Govt agencies, selection of stockists and distributors.