

THE TAMIL NADU Dr. M.G.R. MEDICAL UNIVERSITY

[BPHARM0422]

**APRIL 2022
(SEPTEMBER 2021 SESSION)**

Sub. Code: 2079

B.PHARMACY DEGREE COURSE (SEMESTER EXAMINATIONS)

PCI Regulation 2017 SEMESTER VIII

PAPER III – PHARMA MARKETING MANAGEMENT

Q.P. Code: 562079

Time: Three hours

Maximum: 75 Marks

I. Elaborate on: Answer any TWO questions.

(2 x 10 = 20)

1. Define marketing? Describe the various functions and scope of marketing.
2. What is new product? Explain different stages of new product development.
3. What is detailing? Explain the purpose of detailing.

II. Write notes on: Answer any SEVEN questions.

(7 x 5 = 35)

1. Explain nature and scope of pharmaceutical marketing.
2. Briefly explain the stages involved in market research.
3. What are the factors to be considered in pricing of pharmaceutical products?
4. Mention the advantage and disadvantage of a wholesaler in distribution of Pharmaceutical product.
5. Discuss the promotional strategies for OTC products.
6. Explain strategies used during introductory stage of PLC.
7. What is product mix?
8. Explain the different promotional techniques for pharma product.
9. Define communication and explain the process of communication.

III. Short answers on: Answer ALL questions.

(10 x 2 = 20)

1. List out four methods of pricing approaches.
2. What are the reasons responsible for a channel conflict?
3. What are online techniques for OTC products?
4. Differentiate “Marketing” and “Market”.
5. Define needs and wants.
6. What are me - too products?
7. Define advertisement.
8. What is NPPA?
9. Mention two services of wholesaler to the manufacture.
10. Write a note on medical exhibition.
