

- iii. What differentiates NPPA and DPCO?  
3+4+3=10

**III. Short answers (Answer seven out of nine questions) 5x7=35**

1. Mention and discuss the stages of the consumer buying process. 5
2. Write the Vision 2023 of the Indian pharma industry. Explain the primary goals of Vision 2030. 5
3. How packaging decisions are taken in a company? Explain. 5
4. Define product line. Discuss how an organization takes product line decisions. 5
5. Mention and discuss various marketing concepts under which organizations conduct their marketing activities. 5
6. Differentiate between one stage, two stage and three stage selling. 5
7. Highlight the responsibilities of a PSR. 5
8. Highlight the various parts of an advertisement. 5
9. Write brief note on merchants, their types and roles. 5

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**B Pharm Even Semester Examination,  
September, 2023**

**PHARMACEUTICAL SCIENCES**

**(8th Semester)**

**Course No: BP-803ET**

(Pharma Marketing Management- Theory)

FM: 75

Time: 3 Hours

*The figures in the right margin indicate full marks for the question*

**I. A. Multiple Choice questions 1x10=10**

1. Find the factor that does not belong to the internal marketing environment?
  - i. Materials
  - ii. Capital assets
  - iii. Employees
  - iv. Stakeholder
2. "Webster and Wind Model" is used to analyze....
  - i. Consumer buying behaviour
  - ii. Industrial buying behaviour
  - iii. Product life cycle
  - iv. Competitors
3. MASLOW hierarchy of needs is related to ...psychological characteristics.
  - i. Learning
  - ii. Perception
  - iii. Motive
  - iv. Personality

4. Which one is a supporting knowledge area a product manager should possess in pharmaceutical product management?
- Product roadmap
  - Product strategy
  - Product life cycle management
  - Sales and support
5. Which of the following is/are the emerging trends in pharmaceutical marketing?
- Nano technology
  - Personalized medicines
  - 3 D printing technique
  - All of the above
6. Retailer is also known as \_\_\_\_\_
- Chemist
  - Druggist
  - Both
  - None
7. Policy decisions for control of drug prices in India is made and executed by \_\_\_\_\_
- DPCO
  - NPPA
  - Both
  - None
8. Hathi commission was set up in the year \_\_\_\_\_
- 1970
  - 1974
  - 1975
  - 1979
9. Who is the customer for a PSR?
- Stokist
  - Druggist

- Chemist
- RMP

10. Pharmaceutical industry follows which type of selling strategy?

- Direct selling
- Indirect selling
- Both
- None

**I. B. Objective type 2x5=10**

- Write any two differences between marketing and selling.
- What is SWOT analysis of the market?
- Define opinion leaders and reference groups.
- Define a sandwich man.
- What are coupons?

**II. Long answers (Answer two out of three questions) 10x2=20**

- What is the product life cycle (PLC)? Discuss its various stages with a suitable diagram.
  - Write about common market segmentation in pharmacy. 6+4=10
- Discuss in brief about the following-
  - Artificial intelligence in drug R & D
  - Block chain in supply chain 5+5=10
- What are essential medicines and formulations?
  - Write about the historical background of DPCO.