



PAPER ID-420282

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Subject Code: BP803ET

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BPHARMA
(SEM VIII) THEORY EXAMINATION 2021-22
PHARMACEUTICAL MARKETING MANAGEMENT

Time: 3 Hours**Total Marks: 75****Note: 1.** Attempt all Sections. If require any missing data; then choose suitably.**SECTION A****1. Attempt all questions in brief.****10 x 2 = 20**

a.	Define marketing.
b.	"Management is science or art or combination of both", Justify
c.	Differentiate between primary and secondary data.
d.	Illustrate the differences between marketing and selling.
e.	Define branding.
f.	Suggest some important purposes of packaging.
g.	What are the fundamental differences between sales promotion and publicity?
h.	Define channel conflict.
i.	Compare and contrast wholesalers and retailers.
j.	Classify the various roles of PSR.

SECTION B**2. Attempt any two parts of the following:****2 x 10 = 20**

a.	Discuss the various factors of marketing environment which impacts the organizational success.
b.	Elaborate the various stages of product life cycle and suggest the various strategies to be taken by a pharmaceutical house to sustain growth in various phases.
c.	Enumerate the various channels of distribution in pharmaceutical marketing. How will you select the most appropriate channel for distribution of drugs?

SECTION C**3. Attempt any five parts of the following:****7 x 5 = 35**

a.	Explain the various factors influencing consumer behavior.
b.	Discuss the various basis of market segmentation. Write short note on "role of market research".
c.	Narrate the various types of advertisement media you will consider for promoting a cosmetic product. Justify the factors which will have an impact on effectiveness of an advertisement.
d.	Justify the role of professional sales representative. Highlight the process of selection and training of the sales representatives in a pharma organization.
e.	Write short note on DPCO and NPPA
f.	Write short notes on: i. Rural Marketing ii. Global Marketing.
g.	Suggest some online promotional techniques for OTC Products.



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BPHARMA
(SEM VIII) THEORY EXAMINATION 2024-25
PHARMA MARKETING MANAGEMENT

TIME: 3 HRS**M.MARKS: 75****Note:** 1. Attempt all Sections. If require any missing data; then choose suitably.**SECTION A****1. Attempt all questions in brief.****10 x 2 = 20**

a.	What are the 4 Ps of marketing?
b.	Define NPPA.
c.	Who is a Professional Sales Representative?
d.	What is physical distribution management?
e.	Define pricing.
f.	What is vertical marketing?
g.	What is horizontal marketing?
h.	Define Product Positioning.
i.	What is Product Portfolio Analysis?
j.	Define Market Segmentation.

SECTION B**2. Attempt any two parts of the following:****2 x 10 = 20**

a.	What is pricing? Explain the determinants, objectives and importance of pricing in detail.
b.	Discuss the importance of product branding. Explain the concept of product management in the pharmaceutical industry.
c.	Define marketing and its scope. State the importance of industry, competitor, and consumer analysis in marketing.

SECTION C**3. Attempt any five parts of the following:****7 x 5 = 35**

a.	Write a detailed note on DPCO and NPPA and their role in pharmaceutical price control.
b.	Explain the purpose of detailing. Also describe the duties, selection, training, compensation and prospects of a PSR.
c.	Differentiate between wholesaler and retailer in the pharmaceutical product distribution. What are the functions of a wholesaler?
d.	Elaborate the various stages of product life cycle. Also state the strategies to be used to ensure success at each stage.
e.	Discuss in brief the process of selecting the appropriate marketing channel.
f.	Explain online promotional techniques for OTC products.
g.	Define market segmentation. How do you segment the pharmaceutical market? Discuss the criteria of market segmentation.



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BPHARM
(SEM VIII) THEORY EXAMINATION 2023-24
PHARMA MARKETING MANAGEMEN

TIME: 3 HRS**M.MARKS: 75**

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A**1. Attempt all questions in brief.****10 x 2 = 20**

a.	Differentiate between consumer and industrial buying behaviour.
b.	What is the role of market research?
c.	What are tangible and intangible products?
d.	Define product portfolio.
e.	What is the role of personal selling?
f.	Name determinants of promotional mix.
g.	Define physical distribution.
h.	Classify channel conflicts
i.	Differentiate between horizontal and vertical marketing
j.	What is consumerism?

SECTION B**2. Attempt any two parts of the following:****2 x 10 = 20**

b.	What demographic and socio-psychological characteristics define consumers?
c.	How does a product evolve in a market? Discuss stages of its life cycle.
	What are some effective online promotional techniques used for OTC products in the pharmaceutical industry?

SECTION C**3. Attempt any five parts of the following:****7 x 5 = 35**

b.	What factors influence the motivation and prescribing habits of physicians?
c.	What are the key aspects of product management in the pharmaceutical sector?
d.	Define promotional budget. What factors influence budget allocation?
e.	What tasks are involved in managing physical distribution effectively?
f.	How are PSRs motivated and compensated in the pharmaceutical sector?
g.	Define pricing. What are the various determinants of price?
	What are the functions of NPPA in regulating drug prices?



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BPHARM
(SEM VIII) THEORY EXAMINATION 2024-25
PHARMA MARKETING MANAGEMENT

TIME: 3 HRS**M.MARKS: 75****Note: 1.** Attempt all Sections. If require any missing data; then choose suitably.**SECTION A****1. Attempt all questions in brief.****10 x 2 = 20**

a.	What do you mean by marketing environment?
b.	Define Market Segmentation.
c.	What is product branding?
d.	Define product portfolio.
e.	Enlist determinants of promotional mix.
f.	Define retailing.
g.	What are marketing channels?
h.	Mention norms for customer calls.
i.	What are objectives of pricing?
j.	Define consumerism.

SECTION B**2. Attempt any two parts of the following:****2 x 10 = 20**

a.	Define Market research. Elaborate the role of market research in pharmaceutical marketing.
b.	How can we classify products? Discuss product line and product mix decisions.
c.	Discuss strategic importance and various tasks performed in physical distribution management.

SECTION C**3. Attempt any five parts of the following:****7 x 5 = 35**

a.	What are the primary differences between consumer buying behavior & industrial buying behavior?
b.	What are the different stages of a product life cycle?
c.	What factors should be considered when allocating a promotional budget for new product?
d.	What are the key online promotional techniques used for OTC products?
e.	What are the various duties performed by PSR?
f.	Write a note on various pricing methods and strategies in pharmaceutical sector.
g.	Explain the role of the NPPA in drug pricing.



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BPHARM**(SEM. VIII) THEORY EXAMINATION 2025-26****PHARMA MARKETING MANAGEMENT****TIME: 3 HRS****M.MARKS: 75****Note:** 1. Attempt all Sections. If require any missing data; then choose suitably.**SECTION A**1. Attempt *all* questions in brief.**2x10 = 20**

(a)	Define management
(b)	What is the difference between marketing and selling?
(c)	Suggest the importance of market segmentation.
(d)	Define planning.
(e)	Differentiate between recruitment and selection.
(f)	Differentiate between advertisement and sales promotion
(g)	Mention the major reasons for channel conflict in an organization.
(h)	What is market research?
(i)	How will you analyze consumer behavior with respect to herbal cosmetic?
(j)	What do you mean by 4Ps of marketing?

SECTION B2. Attempt any *two* of the following:**10 x 2 = 20**

(a)	What are the various phases of product life cycle? Enumerate the various strategies a marketing manager will take in various phases.
(b)	Explain the major components of promotional mix. How will you fix a promotional budget for a pharma industry.
(c)	What are the duties and responsibilities of PSR? How will you fix the compensation of sales force?

SECTION C3. Attempt any *five* part of the following:**7 x 5 = 35**

(a)	Discuss the various bases of market segmentation? How will you target a specific segment for a premium product?
(b)	Explain the differences between primary and secondary data. Suggest the various steps involved in market research in a pharma industry.
(c)	Enumerate the various channels of pharmaceutical marketing. Suggest the factorsto be considered for selection of appropriate channel of distribution.
(d)	Write a short note on DPCO and NPPA https://www.aktuonline.com
(e)	Enumerate the various online promotional techniques for OTC Products
(f)	Explain with process of product branding
(g)	Suggest the various factors influencing the prescribing habits of the physicians.

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