

NEW

2015

MBA 3rd Semester Examination

PHARMA MARKETING

(Specialisation : Pharma Management)

PAPER—PM-302

Full Marks : 100

Time : 3 Hours

The figures in the margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

Illustrate the answers wherever necessary.

1. Answer any eight questions : 5×8

(a) Compare Pharmaceutical Marketing & Selling.

(b) Write a brief note on “New product development” in case of generic drug (molecule).

(Turn Over)

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- (c) Explain 4p's of pharmaceutical product.
 - (d) Explain product augmentation with an example of pharma product.
 - (e) How physical prescription habits influencing the pharmaceutical marketing.
 - (f) What do you mean by "need", "want" & "Demand" of pharmaceutical marketing ?
 - (g) Explain object & usefulness of marketing research.
 - (h) How could you motivate the physician towards a Specific Brand ?
 - (i) Differentiate 'marketing place' & 'marketic space' — with example.
 - (j) Discuss with suitable diagram about pharmaceutical industry supply chain.
 - (k) Describe the steps of production planning & control.

- (l) Describe product life cycle (PLC) with different parameter's.

2. Answer any *four* questions : 10×4

- (a) Describe the various steps in new pharmaceutical product development. 10

- (b) What is product life cycle ? How PLC is important for pharma company to fix the market strategy ? How PLC can be extended for a pharma product ?

4+3+3

- (c) Describe the various parameters affecting pharmaceutical market and how market behaviour is crucial for a pharma company while introducing its new product.

6+4

- (d) Discuss about product pricing with different factors.

10

- (e) What is Sales promotion ? Write about different types of salesmanship.

4+6

- (f) (a) Describe the role of product manager in product management.
- (b) Explain the marketing strategy for promotion of new product launch. 5+5

[Internal Assessment : 20]
