

Question Paper

Exam Date & Time: 29-Nov-2017 (02:00 PM - 05:00 PM)



MANIPAL ACADEMY OF HIGHER EDUCATION

MANIPAL COLLEGE OF PHARMACEUTICAL SCIENCES END SEMESTER THEORY EXAMINATIONS - NOVEMBER 2017

PROGRAM: MPHARM SEMESTER 1

DATE: 29/11/2017

TIME: 2:00PM - 5:00PM

Principles and Practice of Pharmaceutical Marketing [PMA-MPD102T]

Marks: 50

Duration: 180 mins.

Answer all the questions.

Answer the following (5 marks x 8 = 40 marks)

- 1) What is Customer Relationship Management? Discuss how it is beneficial in effective pharmaceutical marketing? (5)
- 2) Discuss in detail about product portfolio management with its limitations. (5)
- 3) What is Brand Management? Discuss the role of Product managers in managing Pharmaceutical brands. (5)
- 4) What are the components of Promotional mix? Discuss why personal selling is important for Pharmaceutical products. (5)
- 5) Discuss the services provided by Wholesalers and Retailer in a pharmaceutical channel of distribution. (5)
- 6) What is Situational Analysis? Discuss the process of conducting Situational Analysis. (5)
- 7) How industrial marketing is different than consumer marketing process? Discuss. (5)
- 8) Discuss the current retail pharmaceutical marketing scenario in India. (5)

Answer the following with specific answers (2 marks x 5 = 10 marks)

- 9) What are different types of needs which are considered in (2)

- A) consumer behaviour analysis?
- B) What are the requirements of effective segments? (2)
- C) Write different types of product positioning with examples (2)
- D) What is push and pull strategy? (2)
- E) Enlist sales promotional tools used in pharmaceutical marketing. (2)

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