

Time: 03-Dec-2018 (02:00 PM - 05:00 PM)



MANIPAL ACADEMY OF HIGHER EDUCATION

Manipal Academy of Higher Education, Manipal MPharm Theory End-Semester Examinations.

Specialization: Pharmaceutical Administration

Date: 03-12-2018

Principles and Practice of Pharmaceutical Marketing [PMA-MPD102T]

Marks: 75

Duration: 180 mins.

SECTION - A

Answer all the questions.

Answer the following (10 marks x 5 = 50 marks)

- 1) Explain the Consumer Behaviour Model and briefly discuss the factors influencing buying decision process. (10)
- 2) What are the steps involved in Industrial Marketing Process? Discuss them in detail (10)
- 3) Discuss all the steps involved in New Product Development Process with suitable examples. (10)
- 4) Discuss Porter's Five Force Model with its limitations. (10)
- 5) Define personal selling and explain in detail all the steps involved in personal selling process. Add a note on functions of medical representatives. (10)

SECTION - B

Answer all the questions.

Answer the following (5 marks x 5 = 25 marks)

- 6) Discuss the basis of Market Segmentation with suitable examples (5)
- 7) Enumerate and discuss various pricing strategies adopted for pharmaceutical products. (5)
- 8) Discuss the opportunities and challenges in rural pharmaceutical marketing. (5)
- 9) With a neat labelled diagram discuss Ansoff's Matrix. (5)
- 10) Discuss the need of intermediaries in pharmaceutical distribution with regard to the services offered. (5)

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