

Exam Date & Time: 27-Mar-2021 (01:30 PM - 04:30 PM)



## MANIPAL ACADEMY OF HIGHER EDUCATION

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

**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) What is Ansoff's matrix? Explain each strategy with suitable examples. (10)
- 2) What is Retail Marketing? Explain the various factors affecting retail marketing. List out and explain innovative technologies used in retail marketing. (10)
- 3) Describe how Segmentation, Targeting, Differentiation and Positioning can be used to achieve customer satisfaction. (10)
- 4) "Branded generics are an essential part of Pharmaceutical Marketing in India". Justify this statement with suitable arguments. Add a note on types of brand. (6+4) (10)
- 5) Classify the promotional mix elements and explain in detail sales promotion and publicity tools used for pharmaceutical products. (10)

### SECTION - B

**Answer all the questions.**

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

- 6) Explain any ten PhRMA guidelines for DTC advertising. (5)
- 7) Write a note on Competitive Intelligence Systems. (5)
- 8) Explain various types of Marketing Planning with suitable examples. (5)
- 9) How inventories are classified into different categories in ABC analysis method? Describe how it is used in efficient inventory management. (3+2) (5)
- 10) Present your argument how current DPCO is different and effective in addressing the needs of patients. (5)

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