

Exam Date & Time: 09-Mar-2022 (10:00 AM - 01:00 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 - S2]

Marks: 75

Duration: 180 mins.

SECTION - A

Answer all the questions.

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

- 1) Debate with suitable examples how systematic process of segmentation and targeting leads to success in pharmaceutical marketing. (10)
- 2) With a neat labelled diagram illustrate the characteristics of different stages of product life cycle. How product managers, device various strategies based on product life cycle? (5+5) (10)
- 3) Analyse the various components of Porter's five force model. (10)
- 4) Elaborate the process of market planning and add a note on objectives of marketing plan. (10)
- 5) Discuss the role of OPPI for Pharmaceutical Marketing in India. (10)

SECTION - B

Answer all the questions.

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

- 6) With a neat labelled diagram explain the process involved in distribution of ethical prescription products. (5)
- 7) Enlist and explain different pricing strategies. (5)
- 8) Write a detailed note on effective methods of inventory control in pharmaceutical industry. (5)

- 9) Compare and contrast between joint demand and derived demand in industrial marketing. (5)
- 10) Explain the scope of retail market based on employee perspective. (5)

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