

PMA-BP803ET – Pharma Marketing Managem... (Sem 8 Elective - Pharmaceutical Marketing and Management)

* Required

* This form will record your name, please fill your name.

1. Which of the following is not a strategy adopted based on BCG matrix for product management? *

(1 Point)

Divest

Invest

Harvest

Hold

2. On a BCG matrix what does the size of the circle indicates? *
(1 Point)

- Relative Market Share
- Growth Rate
- Cash flow
- Value

3. Product augmentation can be created by *
(1 Point)

- Customer targeting
- Product Positioning
- Product Differentiation
- Product Planning

4. Which of the following is not a type of new product? *
(1 Point)

- New to Customer
- New to world
- New to Market
- New to company

5. Which of the following is not a job function of medical representative? *

(1 Point)

- Detailing
- Personal Order Booking
- Pricing
- Monitoring

6.. During a doctor's call clarifying queries of doctors by medical representatives is called as *

(1 Point)

- Sales Closing
- Objection Handling
- Arguing
- Following up

7. Which of the following distribution channel member in pharmaceutical industry does not own title of the product? *

(1 Point)

- Clearing and Forwarding Agent
- Retailer
- Wholesaler
- Dispensing Doctor

8. The marketing triangle does not consist which of the following. *
(1 Point)

- Customer
- Company
- Competition
- Currency

9. Which among the following is a component of marketing and not selling. *
(1 Point)

- Cost let pricing
- Opportunistic sales
- Pull Strategy
- Offer Centric

10. Which among the following factor does not influence consumer buying behavior *
(1 Point)

- Cultural
- Physiological
- Social
- Personal

11. What among the following is the type of questions asked during marketing research? *
(1 Point)

- Dichotomous
- Non Structured
- Non Disguised
- Disguised

12. Which element is not a part of AIDA principle of marketing communication *
(1 Point)

- Assessment
- Interest
- Desire
- Action

13.. Message problems in communication does not include *
(1 Point)

- Selective Attention
- Selective Perception
- Selective Distortion
- Selective Applicaiton

14. Which among the following is not considered a form of noise during marketing communication? *

(1 Point)

- Internal Noise
- Inter-sectoral noise
- External Noise
- Competitive Noise

15. Which among the following could be termed new tool of promotion for pharmaceutical companies? *

(1 Point)

- Advertising
- Publicity
- Social Media
- Sales Promotion

16. Which of the following bases of pricing is considered Accountant's approach? *

(1 Point)

- Cost Based Approach
- Demand Based Approach
- Competition Based Approach
- Market Based Approach

17. Which of the following marketing mix elements produce revenue? *

(1 Point)

- Product
- Price
- Place
- Promotion

18. In Horizontal marketing collaboration does not happen between which of the following parties? *

(1 Point)

- 2 or more manufacturers
- 2 or more retailers
- 2 or more wholesalers
- 2 or more customers

19. Industrial markets are: *


(1 Point)

- Geographically concentrated
- Geographically segregated
- Geographically diversified
- Geographically assimilated

20. Rural market is considered: *
(1 Point)

- Homogenous market
- Heterogenous market
- Homozygous market
- Homologous market

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Manipal College of Pharmaceutical Sciences
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PMA-BP803ET – Pharma Marketing Management Short Answer Question

Date: Jul 09, 2021

Duration 2 hrs

Max. Marks: 50

- Q1.** Compare and contrast between product life cycle and product portfolio management with respect to their features, strategies, and limitations. **(5 M)**
- Q2.** Enlist and discuss the steps involved in new product development with suitable example. **(5 M)**
- Q.3** What are the differences between sales and marketing? Differentiate between primary and secondary data sources. Highlight the purpose of marketing research. **(5 M)**
- Q.4** Discuss elements of promotion mix with relevant examples. **(5 M)**
- Q.5** Explain pricing strategy in pharmaceutical sector. **(5 M)**
- Q.6** Describe Vertical Marketing System with relevant examples. **(5 M)**

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