

Exam Date &amp; Time: 25-May-2022 (10:00 AM - 01:00 PM)



# MANIPAL ACADEMY OF HIGHER EDUCATION

## Pharma Marketing Management [PMA-BP803ET]

Marks: 75

Duration: 180 mins.

### I Multiple Choice Questions (MCQs)

Answer all the questions.

Section Duration: 30 mins

- 1) What happens to the profit at the introduction phase of Product Life Cycle? (1)
- |             |             |               |             |
|-------------|-------------|---------------|-------------|
| 1) Positive | 2) Negative | 3) Break-even | 4) Stagnant |
|-------------|-------------|---------------|-------------|
- 2) The graphical representation of PLC contains which of the following parameter on X-axis (1)
- |          |           |         |         |
|----------|-----------|---------|---------|
| 1) Sales | 2) Profit | 3) Time | 4) Cost |
|----------|-----------|---------|---------|
- 3) Which of the following is a strategy of having a common brand name for all the related products? (1)
- |                 |                   |                     |                  |
|-----------------|-------------------|---------------------|------------------|
| 1) Family Brand | 2) Multiple Brand | 3) Individual Brand | 4) Private Brand |
|-----------------|-------------------|---------------------|------------------|
- 4) When we compare product life cycle to BCG matrix growth phase of PLC represents which quadrant of BCG matrix? (1)
- |                  |             |        |         |
|------------------|-------------|--------|---------|
| 1) Question Mark | 2) Cash Cow | 3) Dog | 4) Star |
|------------------|-------------|--------|---------|
- 5) The act of identifying how your product offering is different from competitor's (1)
- |              |                    |                |                 |
|--------------|--------------------|----------------|-----------------|
| 1) Targeting | 2) Differentiation | 3) Positioning | 4) Segmentation |
|--------------|--------------------|----------------|-----------------|
- 6) Which of the following is not a part of marketing triangle? (1)
- |             |            |                |             |
|-------------|------------|----------------|-------------|
| 1) Customer | 2) Company | 3) Competition | 4) Currency |
|-------------|------------|----------------|-------------|
- 7) Selling focuses on the needs of (1)
- |          |             |           |                |
|----------|-------------|-----------|----------------|
| 1) Buyer | 2) Producer | 3) Seller | 4) Distributor |
|----------|-------------|-----------|----------------|
- 8) 4 Ps of Marketing include (1)
- |                                     |                                     |                                      |  |
|-------------------------------------|-------------------------------------|--------------------------------------|--|
| 1) Product, Price, Place, Promotion | 2) Producer, Place, Promoter, Price | 3) Product, Process, Promoter, Price | 4) Producer, Process, Price, Promotion |
|-------------------------------------|-------------------------------------|--------------------------------------|--|

- 9) Which of the following is not among the seven Os of marketing as suggested by Philip Kotler? (1)
- |           |                  |             |             |
|-----------|------------------|-------------|-------------|
| 1) Object | 2) Organizations | 3) Occasion | 4) Outcomes |
|-----------|------------------|-------------|-------------|
- 10) Customer in pharmaceutical Industry is (1)
- |          |              |                    |                           |
|----------|--------------|--------------------|---------------------------|
| 1) Nurse | 2) Physician | 3) Physiotherapist | 4) Medical Representative |
|----------|--------------|--------------------|---------------------------|
- 11) Which among the following is not an option for Targeting in pharmaceutical sector? (1)
- |                     |                   |                 |             |
|---------------------|-------------------|-----------------|-------------|
| 1) Undifferentiated | 2) Differentiated | 3) Concentrated | 4) Diffused |
|---------------------|-------------------|-----------------|-------------|
- 12) Which of the following is not true for Primary data? (1)
- |                                       |  |               |                                 |
|---------------------------------------|--|---------------|---------------------------------|
| 1) First time data and does not exist | 2) Original and collected for specific purpose | 3) Untargeted | 4) Expensive and Time consuming |
|---------------------------------------|--|---------------|---------------------------------|
- 13) From the below options, which is not a questionnaire design? (1)
- |                          |                              |                         |                                 |
|--------------------------|------------------------------|-------------------------|---------------------------------|
| 1) Structured-Disguised, | 2) Nonstructured - Disguised | 3) Structured-Dissected | 4) Non Structured-Non Disguised |
|--------------------------|------------------------------|-------------------------|---------------------------------|
- 14) Which among the following element is not a part of AIDA principle of marketing communication? (1)
- |               |             |           |           |
|---------------|-------------|-----------|-----------|
| 1) Assessment | 2) Interest | 3) Desire | 4) Action |
|---------------|-------------|-----------|-----------|
- 15) Which among the following could be termed new tool of promotion for pharmaceutical companies? (1)
- |                |                     |                 |                    |
|----------------|---------------------|-----------------|--------------------|
| 1) Advertising | 2) Personal Selling | 3) Social Media | 4) Sales Promotion |
|----------------|---------------------|-----------------|--------------------|
- 16) Horizontal marketing does not have collaboration between which of the following parties? (1)
- |                            |                          |                        |                        |
|----------------------------|--------------------------|------------------------|------------------------|
| 1) 2 or more manufacturers | 2) 2 or more wholesalers | 3) 2 or more retailers | 4) 2 or more customers |
|----------------------------|--------------------------|------------------------|------------------------|
- 17) Rural market is (1)
- |                      |                         |                      |                      |
|----------------------|-------------------------|----------------------|----------------------|
| 1) Homogenous market | 2) Heterogeneous market | 3) homozygous market | 4) homologous market |
|----------------------|-------------------------|----------------------|----------------------|
- 18) Which of the following is an Economist's approach to pricing? (1)
- |                       |                         |                             |                         |
|-----------------------|-------------------------|-----------------------------|-------------------------|
| 1) Cost based pricing | 2) Demand Based Pricing | 3) Competitor based pricing | 4) Market based pricing |
|-----------------------|-------------------------|-----------------------------|-------------------------|
- 19) Any paid form of non-personal communication or presentation and promotion of ideas, goods or services by and identified sponsor is (1)

1)	Sales Promotion		2)	Publicity		3)	Advertising		4)	Personal Selling	
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- 20) The amount to be spent on promotion is specified as fixed percentage of historical or forecasted sales refers to which promotional budget method?

1)	Competitive Parity Method		2)	Affordable Funds method		3)	Objective and Taks Method		4)	Percent of Sales Method	(1)
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## II Long Answers

**Answer all the questions.**

- 21) Enumerate and explain all the steps involved in the process of new product development with suitable examples. (10)
- 22) Define Marketing Communication. With relevant examples of pharmaceutical industry, explain different elements of promotion mix. Highlight barriers to communication. (10)

## III Short Answers

**Answer all the questions.**

- 23) What is product portfolio management? Derive strategies based on product folio management. (5)
- 24) Enlist and explain four basic functions of Product Service Representatives. (5)
- 25) Describe Vertical Marketing System citing examples. (5)
- 26) Enumerate steps involved in Consumer Buying Decision Process. (5)
- 27) Illustrate how would a pharmaceutical market be segmented on the basis of consumer and customer? Add a note on Targeting. (5)
- 28) Elaborate on Industrial and Rural Marketing. (5)
- 29) Explain various Pricing strategies. (5)

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