

Question Paper

Exam Date & Time: 19-May-2023 (10:00 AM - 01:00 PM)



MANIPAL ACADEMY OF HIGHER EDUCATION

Pharma Marketing Management [PMA-BP803ET -S1]

Marks: 75

Duration: 180 mins.

I Multiple Choice Questions (MCQs)

Answer all the questions.

Section Duration: 30 mins

- 1) At what need level augmented product delivers? (1)
- [Delight need](#)
[Real need](#)
[Secret need](#)
[Unstated need](#)
- 2) Tangible goods which are consumed in one or few uses, is called as (1)
- [Durable goods](#)
[Non-durable goods](#)
[Consumer goods](#)
[Industrial goods](#)
- 3) Which among the following a part of product mix which represents a category of closely related products? (1)
- [Product Width](#)
[Product length](#)
[Product line](#)
[Product depth](#)
- 4) "increase or encourage brand switching" is the strategy adopted predominantly, at which stage of PLC? (1)
- [Introduction](#)
[Growth](#)
[Maturity](#)
[Decline](#)
- 5) The act of identifying how your product offering is different from competitor's is called as (1)
- [Targeting](#)
[Differentiation](#)
[Positioning](#)
[Segmentation](#)
- 6) What is the underlying assumption of a BCG matrix? (1)

- [Need to defend market share of leader product](#)
- [Increased allocation increases the market share of dog product](#)
- [Product portfolio is always maintaining cash balance](#)
- [Increased allocation of cash to question mark increases market share](#)

7) Hold is the strategy adopted for which category of product as per BCG Matrix? (1)

- [Question Mark](#)
- [Star](#)
- [Cash Cow](#)
- [Dog](#)

8) Innovator brand is which category of new product? (1)

- [New to the market](#)
- [New to the world](#)
- [New to the Company](#)
- [New to the segment](#)

9) An elaborated version of the idea expressed in meaningful consumer terms is called (1)

- [Product Idea](#)
- [Product concept](#)
- [Product image](#)
- [Actual product](#)

10) What are broadly defined as drugs that are chemically related to the prototype, or other chemical compounds which have an identical mechanism of action? (1)

- [Me-too drugs](#)
- [Innovator brands](#)
- [Generic drugs](#)
- [Branded generics](#)

11) Following are a part of marketing triangle except (1)

- [Customer](#)
- [Company](#)
- [Currency](#)
- [Competition](#)

12) Seven Os of marketing as suggested by Philip Kotler includes all except (1)

- [Object](#)
- [Organizations](#)

[Occasion](#)

[Outcomes](#)

13) Following is true for primary data except (1)

[It is Untargeted](#)

[Original and collected for specific purpose](#)

[First time data](#)

[Expensive and Time consuming](#)

14) Which among the following can be referred to as new tool of promotion for pharmaceutical companies? (1)

[Advertising](#)

[Social Media](#)

[Personal Selling](#)

[Publicity](#)

15) Which of the following is an Economist's approach to pricing? (1)

[Cost based pricing](#)

[Demand Based Pricing](#)

[Competitor based pricing](#)

[Market based pricing](#)

16) Which among the following is a component of marketing but not selling? (1)

[Cost led pricing](#)

[Opportunistic Sales](#)

[Pull strategy](#)

[Offer Centric](#)

17) What among the following **does not** include Message problems in communication? (1)

[Selective Application](#)

[Selective Attention](#)

[Selective Distortion](#)

[Selective Retention](#)

18) Which of the following marketing mix element that produces revenue for a company? (1)

[Product](#)

[Price](#)

[Place](#)

[Promotion](#)

19) Which of the following is **not** a type of buying behaviour? (1)

[Dissonance Reducing Buying behaviour](#)

[Habitual Buying Behaviour](#)

[Variety Seeking Buying Behaviour](#)

[Specimen Seeking Buying Behaviour](#)

20) Following are types of Vertical Marketing system except (1)

[Diagonal](#)

[Contractual](#)

[Corporate](#)

[Administered](#)

II Long Answers

Answer all the questions.

- 1) With a neat labelled diagram explain the salient features of product life cycle with strategies adopted at different stages. (10)
- 2) What is meant by Segmentation and Targeting? Illustrate buying decision process for a physician that he undergoes before prescribing a brand. (10)

III Short Answers

Answer all the questions.

- 1) With a neat labelled diagram justify the services provided by different elements of pharmaceutical distribution channel in India. (5)
- 2) Describe vertical and horizontal marketing systems. (5)
- 3) Explain various bases for pricing a pharmaceutical product by the companies. (5)
- 4) Enumerate primary and secondary sources of data in marketing research. (5)
- 5) Schematically depict marketing communication process with a note on barriers in communication. (5)
- 6) Summarize various methods of promotional budget. (5)
- 7) Distinguish Pharmaceutical market on the basis of consumer and customer. (5)

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