

Total No. of Questions - 13] [Total No. of Printed Pages - 2]

DEC-23-0096

BP-803 ET (Pharma Marketing)

B.Pharm-8th (PCI)

Time : 3 Hours

Max. Marks : 75

Note: Section A is compulsory, attempt all questions in this section. Attempt any seven questions from section B and Two questions from Section C.

SECTION-A

(10×2=20)

Short Answer (Compulsory)

1. Define the following terms:
 - a. Marketing environment
 - b. Wholesale pharmacist
 - c. Over the counter
 - d. Product development
 - e. Sampling
 - f. Global marketing
 - g. Drug price control
 - h. Advertising specialty
 - i. Reseller market
 - j. Sales promotion

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SECTION-B

BP-803 ET
(7×5=35)

Short Note Answer (Any Seven)

2. Briefly describe the global marketing.
 3. What are the descriptions and socio-psychological characteristics of the consumer?
 4. Describe role of industrial marketing.
 5. Explain the classification of product decision.
 6. Briefly describe the promotion.
 7. Describe marketing.
 8. Explain the vertical and horizontal marketing.
 9. How do vertical or horizontal marketing system conflicts arise in marketing channels?
 10. Describe components of micro and macro environment of marketing
- SECTION-C
(2×10=20)
- Long Answer (Any Two)
11. Describe the market research and scope of marketing
 12. Describe the methods of pharmaceutical marketing channels and NPPA.
 13. Describe the quantitative, qualitative aspects, size and composition of the pharmaceutical market.

