

THE TAMIL NADU Dr. M.G.R. MEDICAL UNIVERSITY

[B.PHARM 1223]

**DECEMBER 2023
(SEPTEMBER 2023 EXAM SESSION)**

Sub. Code: 2079

**B.PHARMACY DEGREE COURSE (SEMESTER EXAMINATIONS)
PCI Regulation 2017 - SEMESTER VIII
PAPER IX – PHARMA MARKETING MANAGEMENT**

Q.P. Code: 562079

Time: Three hours

Maximum: 75 Marks

I. Elaborate on: Answer any TWO questions.

(2 x 10 = 20)

1. Explain about Channel Conflict Management.
2. Write in detail about prescribing habits of physician.
3. Define Direct mail. Describe about Types, forms, advantages and disadvantages of Direct mail.

II. Write notes on: Answer any SEVEN questions.

(7 x 5 = 35)

1. Write a note on methods determining the total Promotion budget.
2. Differentiate between wholesalers and retailers.
3. Give an account of Product Portfolio analysis.
4. Note on Nature of the Product and its life cycle stages.
5. Advantages of Market segmentation.
6. Give a note on Product Mix decision.
7. Write about Rural and Industrial Marketing.
8. Give an account of Effective detailing.
9. Note on Packaging and Labeling Decisions.

III. Short answers on: Answer ALL questions.

(10 x 2 = 20)

1. What is consumer behavior?
2. Define primary data.
3. Demographic.
4. Behavioural Segmentation.
5. What is Life Style?
6. What is Booklet and leaflet?
7. What is Sales account?
8. Define Mail order selling.
9. What is Indirect Channel?
10. Cost of Production.
