

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

**[B.PHARM 0323]**

**MARCH 2023  
(SEPTEMBER 2022 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. What is Market Segmentation? How do you Segment Pharmaceutical Market of targeting?
2. Describe about Product Life Cycle and Product Portfolio analysis.
3. Define Distribution Channels. Explain about types of distribution Channels.

**II. Write notes on: Answer any SEVEN questions.**

**(7 x 5 = 35)**

1. Give a note on Demographical descriptions.
2. Write a note on Patient choice of Retail Pharmacist.
3. Give an account of Product line Strategies.
4. Functions of National Pharmaceutical Pricing Authority.
5. Differentiate between Advertising and Personal Selling.
6. Duties of Professional Sales Representatives.
7. What are the objectives for Sales Promotion?
8. Short notes on Types of Retailing.
9. Give a note on New Product Decision.

**III. Short answers on: Answer ALL questions.**

**(10 x 2 = 20)**

1. Define Motivation.
2. Market Environment.
3. Define Product Line.
4. What is Journal?
5. Define Consumers.
6. What is Product Mix Decision?
7. Define Consumerism.
8. What is brand?
9. Define Retailer.
10. Define Negotiation.

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