

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

[B.PHARM 0524]

MAY 2024

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. Add a detailed note on marketing environment.
2. Discuss the pricing methods and strategies in pricing.
3. a) What is physical distribution management?
b) Importance of physical distribution.

II. Write notes on: Answer any SEVEN questions.

(7 x 5 = 35)

1. Difference between marketing and selling.
2. What are the factors involved in the patient choice while selecting physician?
3. Role of market research.
4. What is product branding?
5. Advantages and disadvantages of medical exhibition.
6. Discuss about Channel members.
7. Elements of global marketing.
8. What are the steps involved in the product life cycle?
9. Explain about different types of direct mail.

III. Short answers on: Answer ALL questions.

(10 x 2 = 20)

1. Define marketing.
2. What is product portfolio?
3. Types of labeling.
4. Define consumer.
5. Enumerate different ways of sampling.
6. What are the methods available for promotion?
7. Itinerant retailers with examples.
8. Any two recruitment process of salesman.
9. Describe the drugs which not come under price control?
10. What is consumerism?
