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

[BPHARM0422] APRIL 2022 Sub. Code: 2079
(SEPTEMBER 2021 SESSION)

B.PHARMACY DEGREE COURSE (SEMESTER EXAMINATIONS)
PCI Regulation 2017 SEMESTER VIII
PAPER III – 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. Define marketing? Describe the various functions and scope of marketing.
2. What is new product? Explain different stages of new product development.
3. What is detailing? Explain the purpose of detailing.

II. Write notes on: Answer any SEVEN questions. (7 x 5 = 35)

1. Explain nature and scope of pharmaceutical marketing.
2. Briefly explain the stages involved in market research.
3. What are the factors to be considered in pricing of pharmaceutical products?
4. Mention the advantage and disadvantage of a wholesaler in distribution of Pharmaceutical product.
5. Discuss the promotional strategies for OTC products.
6. Explain strategies used during introductory stage of PLC.
7. What is product mix?
8. Explain the different promotional techniques for pharma product.
9. Define communication and explain the process of communication.

III. Short answers on: Answer ALL questions. (10 x 2 = 20)

1. List out four methods of pricing approaches.
2. What are the reasons responsible for a channel conflict?
3. What are online techniques for OTC products?
4. Differentiate “Marketing” and “Market”.
5. Define needs and wants.
6. What are me - too products?
7. Define advertisement.
8. What is NPPA?
9. Mention two services of wholesaler to the manufacture.
10. Write a note on medical exhibition.

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

[BPHARM 1022] OCTOBER 2022 Sub. Code: 2079
(MARCH 2022 SESSION)

B.PHARMACY DEGREE COURSE (SEMESTER EXAMINATIONS)
PCI Regulation 2017 - SEMESTER VIII
PAPER III – 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. Define market segmentation. How do you segment pharmaceutical market? Discuss the criteria of market segmentation.
2. What is detailing? Explain the purpose of detailing, duties, selection, training Compensation and prospectus of PSR.
3. Discuss the stages involved in "New product development.

II. Write notes on: Answer any SEVEN questions. (7 x 5 = 35)

1. Discuss briefly Socio-psychological characters of the consumer.
2. What is the importance of new product decisions?
3. What are me - too products?
4. Define Promotion. What are the objectives and needs for sales promotion?
5. Explain the formations of retailers.
6. Discuss the various functions of NPPA.
7. What are the non-pricing strategies approved by pharmaceutical industries?
8. Explain the various promotions techniques for OTC products.
9. Explain the public relation in pharmaceutical marketing.

III. Short answers on: Answer ALL questions. (10 x 2 = 20)

1. Write the importance of medical exhibition.
2. Define personal selling.
3. Define motivation.
4. What do you mean by tender pricing?
5. Vertical marketing.
6. Define advertisement.
7. What is product mix?
8. What are the 4P's of marketing?
9. What is DPCO?
10. State the objectives of promotion.

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

[B.PHARM 0323] MARCH 2023 Sub. Code: 2079
(SEPTEMBER 2022 EXAM SESSION)

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

[B.PHARM 0823] AUGUST 2023 Sub. Code: 2079
(MARCH 2023 EXAM SESSION)

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. Write an overview of qualitative and quantitative aspects, size and composition of Indian pharmaceutical market.
2. What do you mean by NPD and PLC? Explain in detail the life cycle of pharmaceutical products.
3. Define Promoting. Explain the different types of banding with suitable example.

II. Write notes on: Answer any SEVEN questions. (7 x 5 = 35)

1. Explain the factors motivating the physicians in prescribing medicines.
2. Discuss the primary role of product management in the pharmaceutical industry.
3. What is product mix?
4. Define promotions. What are the objectives and needs and sales promotion?
5. Explain importance of communication in detailing.
6. Discuss the role of retailer in distribution of pharmaceutical products.
7. Explain how companies complete through R & D and product quality?
8. What is the basis for selection of channels of distribution?
9. Explain the various functions of NPPA.

III. Short answers on: Answer ALL questions. (10 x 2 = 20)

1. What are problem in rural marketing?
2. Difference between marketing and selling.
3. What do you mean by product differentiation?
4. Window display promotion.
5. Function of wholesaler.
6. Advantage of hospital pharma as a retail outlet.
7. List the different members in pharmaceutical distribution channels.
8. List out methods of pricing approaches.
9. Define rate contract.
10. Differentiate between product line and product mix.

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

[B.PHARM 1223] DECEMBER 2023 Sub. Code: 2079
(SEPTEMBER 2023 EXAM SESSION)

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.

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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?

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

[B.PHARM 1024] OCTOBER 2024 Sub. Code: 2079
(SEPTEMBER 2024 EXAM SESSION)

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 the vertical and horizontal marketing.
2. Write in detail about various types of retailers.
3. Explain about the size and composition of pharmaceutical market.

II. Write notes on: Answer any SEVEN questions. (7 x 5 = 35)

1. Brief note on emerging concepts in marketing.
2. Write about sale prices of bulk drugs.
3. Functions of NPPA.
4. List out the public relation tools.
5. What are the ways of designing marketing channels?
6. Explain about the future prospects of pharmaceuticals sales representative.
7. Process of market research.
8. Important functions of packaging.
9. What are the norms for customer calls?

III. Short answers on: Answer ALL questions. (10 x 2 = 20)

1. Methods of compensation.
2. Selection and Training of PSR.
3. Inventory control.
4. Market.
5. Product management in pharmaceutical industry.
6. Define buyer.
7. Key components of pharmaceutical marketing mix.
8. Patient choice of retail pharmacist.
9. Any two methods available for evaluation of salesman.
10. Define channel of distribution.

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

[B.PHARM 0925] SEPTEMBER 2025 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. Write in detail about the channel of distribution. What are its characteristics? Add a note on the types of distribution channels.
2. Define motivation. Explain in detail about the methods of motivating Professional Sales Representative. Add a note on its advantages.
3. Explain in detail the qualitative and quantitative aspects of market research.

II. Write notes on: Answer any SEVEN questions. (7 x 5 = 35)

1. Write a note on methods determining the total Promotion budget.
2. Briefly explain about nature of the product and its life cycle stages.
3. Write about Rural and Industrial Marketing.
4. Explain the stages of sampling process.
5. What are me-too products?
6. Explain the online promotional techniques for OTC products.
7. What are the factors to be considered in pricing of pharmaceutical products?
8. Define brand repositioning. Give the significance of product positioning and its significance.
9. Explain the objectives of Drug Price Control Order.

III. Short answers on: Answer ALL questions. (10 x 2 = 20)

1. Behavioral segmentation.
2. Define Booklet and leaflet.
3. Importance of medical exhibition.
4. Define tender pricing.
5. Define Mail order selling.
6. Fragmented industries.
7. Differentiate “Marketing” and “Market”.
8. Define advertisement.
9. Advantage of hospital pharma as a retail outlet.
10. Differentiate between product line and product mix.

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