

**QP Code: 823006**

**Reg. No.....**

**Eighth Semester B. Pharm Degree Regular/Supplementary  
Examinations March 2025  
Pharmaceutical Marketing  
(2017 Scheme)**

**Time: 3 Hours**

**Max. Marks: 75**

- *Answer all questions to the point neatly and legibly • Do not leave any blank pages between answers • Indicate the question number correctly for the answer in the margin space*
- *Answer all parts of a single question together • Leave sufficient space between answers*
- *Draw diagrams wherever necessary*

**Essays**

**(2x10=20)**

1. Describe the various methods of promotion. Explain the product life cycle.
2. Write about Pharmaceutical marketing channels.

**Short Notes**

**(7x5=35)**

3. What is product portfolio analysis and its role in product positioning.
4. Write the roles of advertising and public relations in promoting pharmaceutical products.
5. Explain the steps involved in personal selling.
6. Describe the role of journals and medical exhibitions in product promotion.
7. Write the evaluation criteria and compensation planning for professional sales representatives.
8. Describe the determinants for the fixation of prices.
9. Write the functions and role of NPPA.

**Answer Briefly**

**(10x2=20)**

10. Scope of Marketing.
11. Distinguish between marketing and selling.
12. Write in brief about product decisions.
13. Explain the importance of product management in the pharmaceutical industry.
14. Write the objectives of the Drug Price Control Order.
15. What is Physical distribution management.
16. What is product branding.
17. Define advertising.
18. Write about the role of market research.
19. What is Pricing and what is its importance.

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