

**Rajiv Gandhi University of Health Sciences, Karnataka**  
**VIII Semester B. Pharm Degree Examination – 18-Nov-2021**

**Time: Three Hours**

**Max. Marks: 75 Marks**

**PHARMACEUTICAL MARKETING**

**Q.P. CODE: 5035**

Your answers should be specific to the questions asked  
Draw neat labeled diagrams wherever necessary  
All the Questions are compulsory

**LONG ESSAYS**

**2 x 10 = 20 Marks**

1. Explain various product levels with examples. Define brand. Write about various types of brands.

**OR**

Differentiate between wholesaler and retailer in the pharmaceutical product. What are the functions of a wholesaler in pharmaceutical distribution channels?

2. What is market segmentation? Explain the different ways of segmenting the pharmaceutical market with examples.

**SHORT ESSAYS**

**7 x 5 = 35 Marks**

3. What is marketing mix? Write its important elements.

**OR**

Describe the different strategies of pricing.

4. Define communication and explain the process of communication.

**OR**

How do socio-psychological characteristics of consumer's influence market segmentation?

5. What are the functions of Retailers in pharmaceutical distribution channels?

6. Explain Product branding.

7. Discuss the methods of non-pricing competition.

8. Explain the factors that are considered in selection of PSR.

9. Discuss about vertical and Horizontal Marketing.

**SHORT ANSWERS**

**10 x 2 = 20 Marks**

10. Write about the importance of medical exhibition in pharmaceutical marketing.
11. Mention two services of NPPA.
12. What are online promotional techniques for OTC products?
13. What is the role of DPCO?
14. Differentiate between marketing and selling.
15. What are the advantages of wholesalers?
16. How is C and F agent different from wholesalers?
17. What are the advantages of chain pharmacies?
18. Enlist the basis of pricing.
19. What are me too products?

\*\*\*\*\*