

Sl.No: M21603

Course Code: 2910416

VINAYAKA MISSION'S RESEARCH FOUNDATIONS, SALEM
(Deemed to be University)

B.PHARM. DEGREE EXAMINATION – August 2019
Fourth Year

PHARMACEUTICAL MARKETING AND MANAGEMENT

Time : Three hours

Maximum: 70 marks

I. Write essays on any **TWO** questions: (2 x 15 = 30)

1. Write a detailed note on patent laws and trade marks.
2. Explain in detail the different types of promotion by citing examples.
3. a) Communication skills
b) Understanding behavior
c) Goal setting.

II. Write short essays on any **SIX** questions: (6 x 5 = 30)

4. Role of market research.
5. Importance and reasons for branding.
6. Pricing of materials.
7. Role of retailer in pharma Industry.
8. Objectives of VED analysis.
9. Resource management.
10. Assessment of Attitude.
11. Importance of inventory control.

III. Write short notes on any **FIVE** questions: (5 x 2 = 10)

12. PLC
13. Whole saler.
14. Advertising
15. Decision making
16. Sampling
17. Dress code.
