

Sl.No: M19409

Course Code: 2910416

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

B.PHARM. DEGREE EXAMINATION – August 2018
Fourth Year

PHARMACEUTICAL MARKETING AND MANAGEMENT

Time : Three hours

Maximum: 70 marks

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

1. a) Write a note on quantitative and qualitative aspects of pharmaceutical market
b) Scope of marketing
2. a) Preparation of STP
b) PSR
c) Primary functions management
3. a) Write a detail note on branding

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

4. Write a short note on consumer profile
5. Advantages and disadvantages of distribution through wholesalary
6. Write a note on new drug development
7. Types of promotions
8. Pharmaceutical product
9. Secondary function management
10. Write a short note on analyzing motivation
11. Summarizing the education and self

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

12. Define motivation
13. ABC analysis
14. Define promotions
15. Market segmentation
16. Importance of branding
17. Mile stone
