

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

B.PHARM. DEGREE EXAMINATION – February 2020
Fourth Year

PHARMACEUTICAL MARKETING MANAGEMENT

Time : Three hours

Maximum: 70 marks

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

1. Discuss in detail analysis of market survey and add a note on role of market research.
2. a) New product development
b) Concept of branding.
3. Give an account on various skills adopted in preparing for an interview.

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

4. Scope of marketing.
5. Trademark laws.
6. Role of whole saler.
7. Types of promotion.
8. Primary functions of management.
9. EOQ method.
10. Mapping and Gantt chart applications.
11. Human brain and human psychology.

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

12. Value of time.
13. Types of brand.
14. PSR.
15. Objectives of management.
16. Attitude Vs skills.
17. Rewarding achievement.
