School of Medical and Allied Sciences

Bachelor of Pharmacy
Summer Term / Backlog Examination - Jul / Aug 2024

Duration : 180 Minutes
Max Marks : 75

Sem VIII - BPMR8014 - Medical Sales Representative

General Instructions
Answer to the specific question asked
Draw neat, labelled diagrams wherever necessary
Approved data hand books are allowed subject to verification by the Invigilator

1)	Analyze the role of quarantine guidelines in managing the spread of COVID-19.	K1(2)
2)	Classify the various discount pricing methods.	K2(2)
3)	What are the general guidelines to consider for digital promotion of medicinal products?	K1(2)
4)	Illustrate the strategies for collaborating with retail pharmacies.	K2(2)
5)	List various some etiquettes and strategies for effective teleconversations with healthcare practitioners.	K1(2)
6)	Explain the term information channeling for MSR.	K2(2)
7)	Define the term digital promotion.	K1(2)
8)	Explain the term Medical Council of India (MCI) code of conduct.	K2(2)
9)	List the different methods to analyses the data captured during retail chemist prescription audit (RCPA).	K1(2)
10)	Assess the impact of in-store sampling events on consumer purchasing behavior.	K2(2)

11)	Design a stakeholder engagement plan for a new community health initiative.	K3(5)

OR

	Apply your knowledge and explain the benefits of RCPA.	K3(5)

12)	Simplify the differences between the various online reporting methods used for sales.	K4(5)
13)	Design a digital promotion campaign for a new medicinal product.	K5(5)
14)	Simplify the various communication strategies to deal with healthcare practitioner, hospital and clinic staff.	K4(5)
15)	Make use of examples explain how product team collaborate to create digital promotional materials that are both informative and engaging.	K3(5)

16)	Distinguish between product pricing and discounts.	K4(5)

OR

Distinguish between NPPA and UCPMP. K4(5)

17) Evaluate the effectiveness of the UCPMP in regulating pharmaceutical marketing practices? K4(5)

18) Elaborate the various approaches to deal with healthcare professionals and hospitals. K6(10)

19) Design a comprehensive digital promotion strategy for launching a new medicinal product. K5(10)

OR

Analyze the potential challenges faced during negotiations with healthcare professionals and suggest strategies K5(10)