



ADMISSION NUMBER

## School of Medical and Allied Sciences

Bachelor of Pharmacy  
Semester End Examination - Aug 2024

Duration : 180 Minutes  
Max Marks : 75

### Sem VIII - BPET8003 - Pharma Marketing Management

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

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|-----|---|-------|
| 1)  | List any two reasons behind vertical conflict.                                | K1(2) |
| 2)  | Classify the product on the basis of users.                                   | K2(2) |
| 3)  | What is the difference between vertical and horizontal conflict?              | K1(2) |
| 4)  | Illustrate the different levels of product.                                   | K2(2) |
| 5)  | What do you understand by the term Consumer buying behaviour?                 | K1(2) |
| 6)  | Explain any three pricing methods and pricing strategies in brief.            | K2(2) |
| 7)  | Define the term marketing channel and its importance.                         | K1(2) |
| 8)  | Explain the term NPPA.  | K2(2) |
| 9)  | List the various techniques of market research.                               | K1(2) |
| 10) | Explain the term promotional budget according to IFPMA.                       | K2(2) |
| 11) | Apply your knowledge and explain the different techniques of market research. | K3(5) |

**OR**

- |     |   |       |
|-----|---|-------|
|     | Apply your knowledge and explain the term marketing environment and macro-marketing environment in brief. | K3(5) |
| 12) | Distinguish between personal selling and retailing.   | K4(5) |
| 13) | Discuss the benefits of training for evaluators and employees.  | K3(5) |
| 14) | Distinguish between DPCO and NPPA.  | K4(5) |
| 15) | Make use of examples explain the term situational analysis in brief.                                      | K3(5) |
| 16) | Distinguish between advertising and direct mail.  | K4(5) |

**OR**

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|-----|--|--------|
|     | Distinguish between vertical and horizontal marketing systems. | K4(5)  |
| 17) | Analyze the problems in price management in pharma industry.   | K4(5)  |
| 18) | Elaborate the elements of promotion mix in brief.              | K6(10) |
| 19) | Explain the term promotion budget and its approaches.          | K5(10) |

**OR**

Explain the various types of conflict in channel in brief.

K5(10)