

Name :

Student Admn. No :

School of Medical and Allied Sciences
Continuous Assessment Test (CAT) - 2018 Semester: Winter, 2017-18
[Programme : B.Pharm] [Semester: 8]

Course Code: PCY411
Course Title : Pharmaceutical Marketing-theory
Time : 1.30 Hrs
Max Marks : 50

Instructions : 1. Attempt any one from 15 Marks Questions
2. Attempt any two from 10 Marks Questions

S.No	Course Outcome	Knowledge Level	Question	Marks
1	CO 1	KL 3	Differentiate between Marketing & Pharmaceutical marketing	5
2	CO 1	KL 3	Illustrate about the consumer in market.	5
3	CO 1	KL 3	Illustrate about market behavior	15
4	CO 1	KL 3	Illustrate about the principles of Marketing Management	15
5	CO 2	KL 3	Illustrate briefly about the Drug development Process.	5
6	CO 2	KL 3	Illustrate about the Diversification & Specialization process of Industry.	10
7	CO 2	KL 3	Illustrate about the marketing of Generic drugs.	10
8	CO 2	KL 3	Generalize about Drug development & marketing research interface.	10