Printed Pages:2 Sub Code:BOP483

Paper Id: 1 5 0 8 0 3 Roll No.

B.PHARM

(SEM-VIII) THEORY EXAMINATION 2017-18

PHARMACEUTICS-XI

(PHARMACEUTICAL MARKETING & MANAGEMENT)

Time: 3 Hours ***Total Marks: 100***

Note: 1. Attempt all Sections.

SECTION A

1. Attempt *all* questions in brief. **2 x 10 = 20**

a. Give the importance of planning.
b. What should be the qualities of a good entrepreneur?
c. Classify methods of motivation.
d. What are the various steps involved in decision making process?
e. What are the principles of communication?
f. Write the significance of bookkeeping.
g. Define price elasticity.
h. Define Market targeting.
i. What do you understand by inventory control?
j. Write down the principal of ethics of sales.

SECTION B

2. Attempt any *three* of the following: **10 x 3 = 30**

a. Write a detail note on various channels of distribution.
b. Give a detailed account of e-commerce.
c. How the future demand of a market is estimated?
d. Write a note on Research report and significance of Market research.
e. Classify and explain Production planning and control.

SECTION C

3. Attempt any *one* part of the following: **10 x 1 = 10**

(a) Define Pharmaceutical Marketing. Differentiate between general marketing and pharmaceutical marketing.
(b) Write a detail note on significance of Personal Selling.

4. Attempt any *one* part of the following: **10 x 1 = 10**

(a) Define Market Research. Differentiate between primary and secondary data. Explain the different techniques of collecting primary data.
(b) Explain various concepts in demand measurement.

5. Attempt any *one* part of the following: **10 x 1 = 10**

(a) Write a note on Research report and significance of Market research.
(b) Describe the various advertising techniques in marketing.

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6. **Attempt any *one* part of the following:** **10 x 1 = 10**

(a) Write a detail note on Geo-demographic analysis with examples.

(b) Write a detail discussion of operative management.

7. **Attempt any *one* part of the following:** **10 x 1 = 10**

(a) Discuss various aspects of Salesmanship in detail.

(b) Discuss terms, conditions and requirements to start up business.

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21.05.18 EVENING CORRECTION

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Kindly read Q.5a) as

Q.5. a) Give protocol for performance evaluation of pharmaceutical production management.

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