

Roll No.

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Total No. of Pages : 02

Total No. of Questions : 13

B.Pharmacy (Sem.-8)

Subject Code : BP-803ET

M.Code. : 79766

Date of Examination : 11-01-2023

Time : 3 Hrs.

Max. Marks : 75

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.**
2. **SECTION-B contains THREE questions carrying TEN marks each and student has to attempt any TWO questions.**
3. **SECTION-C contains NINE questions carrying FIVE marks each and student has to attempt any SEVEN questions.**

SECTION-A

1. **Write briefly :**
 - a) Demographic description
 - b) Market Analysis
 - c) Horizontal Marketing
 - d) OTC products
 - e) Sales Representative
 - f) National Pharmaceutical Pricing Authority
 - g) Physician
 - h) Retail Pharmacist
 - i) Global Marketing
 - j) Distribution Channels.

SECTION-B

2. Enumerate emerging concepts in marketing.
3. Explain professional sales representative.
4. Explain DPCO.

SECTION-C

5. Explain issues in pricing management in pharmaceutical industry.
6. What is the analyzing the market?
7. **Write short note on :**
 - a) Promotion via personal selling
 - b) Market segmentation.
8. What is product poisoning?
9. Explain product portfolio analysis.
10. Explain product management in pharmaceutical industry.
11. Highlight determinants of promotional mix.
12. Explain pharmaceutical marketing channels.
13. Explain the motivational and prescribing habits of physician.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.