

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI  
(END SEMESTER EXAMINATION)**

CLASS: BPH  
BRANCH: PHARMACY

SEMESTER: VIII  
SESSION: SP/22

SUBJECT: Pharmaceutical Marketing Management (BP803ET)

TIME: 3.00 Hours

FULL MARK: 75

**INSTRUCTIONS:**

1. The missing data, if any, may be assumed suitably.
2. Before attempting the question paper, be sure that you have got the correct question paper.
3. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
4. This question paper consists of (03) three parts. Read the part wise instructions before attempting the questions.

**PART-I**

**Objective types questions (Instruction: Answer all questions)**

Q1. (10 x 1 = 20 Marks)

- I. In marketing a NEED is different from a WANT: True or False
- II. The 4 Ps of marketing mix are Product, Price, Promotion and Packaging: True or false
- III. The 5 product levels include: Core Product, Basic Product, Expected Product, Augmented Product and Potential Product: True or False
- IV. Maslow's hierarchy of needs has the following five needs: Physiological needs, Safety needs, Belongingness and Love needs, Esteem needs and Self actualization needs: True or false
- V. A Typical product life cycle has 4 stages: Introduction, Growth, maturity and Decline: True or false
- VI. The typical strategy of Maturity phase of product life cycle is "Create awareness and initiate trials": True or false
- VII. Brand positioning is the position the brand enjoys in relationship to the competition in the market: True or false
- VIII. While pricing a product a marketer must consider the perceived value of the product as well: True or false
- IX. Break even point is the minimum number of units that must be sold or the minimum revenue that must be made, before a business starts making profits: True or false
- X. Fixed cost is the cost that a business incurs (like rent, salaries, lease payments, insurance etc) is independent of the number of units of a product a business manufactures: True or false
- XI. The BCG Matrix has which of the following on X and Y axis
  - a) Market Share and Market Potential
  - b) Market Share and Price
  - c) Market Potential and Distribution
  - d) Market Potential and Price
- XII. Which of the following is NOT a market research technique?
  - a) Primary market research
  - b) Secondary market research
  - c) Intermediate market research
- XIII. Which of the following is NOT a part of Distribution channels in India
  - a) Retailer
  - b) Wholesaler
  - c) Manufacturer
  - d) Promoter
- XIV. Which of the following are not a way of customer segmentation based on the Product lifecycle:
  - a) Innovators
  - b) Early Adopters
  - c) Early majority
  - d) Late distributor
  - e) Laggards

- XV. Point after which the revenue line crosses the total cost line is called as \_\_\_\_\_
- XVI. Define a market.
- XVII. \_\_\_\_\_ is an act of designing a company's offering and image to occupy a distinct place in the mind of the target market.
- XVIII. Which of the following is not one of the stages of the Product Life cycle?  
a) Introductory Phase  
b) Growth phase  
c) Stability Phase  
d) Maturity Phase
- XIX. What is the full form of C&F agent?
- XX. \_\_\_\_\_ works on behalf of health insurance companies to develop \_\_\_\_\_ that prioritize low cost and high-value medications to be covered for patients

### PART-II

#### Short Answers

(Instruction: Answer seven out of nine questions)

(7 x 5 = 35 Marks)

- Q2. What is a Brand?
- Q3. What is a SWOT analysis?
- Q4. What is customer segmentation? Give some examples of customer segmentation.
- Q5. What is Positioning? Give some examples of Brand positioning
- Q6. Define Variable cost, fixed cost and Break-even point.
- Q7. Describe a typical pharmaceutical industry distribution channel in India.
- Q8. Explain what is meant by Primary and Secondary market research.
- Q9. What is Marketing? How is it different from selling?
- Q10. What is an Advisory Board (Also called an AD Board)? Why do companies do an AD Board?

### PART-III

#### Long Answers

(Instruction: Answer two out of three questions)

(2 x 10 = 20 marks)

- Q11. Describe the various stages of a typical product life cycle. Give examples of the types of customers you find in each of the Product life cycle.
- Q12. Describe the Maslow's hierarchy of Needs and give examples of the various types of needs where possible.
- Q13. Describe either the COLOURS model of Customer segmentation or VALS model of Customer segmentation or Customer segmentation based on Product life Cycle (Please describe only one model of your choice)

:::::27/04/2022 M:::::