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

CLASS: BPH   SEMESTER: VIII
BRANCH: PHARMACY   SESSION: SP-23
SUBJECT: BP803ET PHARMACEUTICAL MARKETING MANAGEMENT
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.   (20 x 1 = 20 Marks)

I.   In marketing NEED, WANT and DEMAND mean the same thing: 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, Mental needs, Belongingness and Love needs, Esteem needs and Self Actualization needs: True or false
V.   Brand positioning is the position the brand enjoys in relationship to the competition in the market: True or false
VI.   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
VII. 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
VIII. Which of the following is <u>NOT</u> a market research technique?
      a) Primary market research
      b) Secondary market research
      c) Intermediate market research
IX.   Which of the following is <u>NOT</u> a part of Distribution channels in India
      a) Retailer
      b) Wholesaler
      c) Manufacturer
      d) Promoter
X.   Which of the following are <u>NOT</u> a way of customer segmentation based on the Product lifecycle:
      a) Innovators
      b) Early Adopters
      c) Early majority
      d) Late distributor
      e) Laggards
XI.   Which of the following is <u>NOT</u> one of the stages of a typical Product Life cycle?
      a) Introductory Phase
      b) Growth phase
      c) Stability Phase
      d) Maturity Phase
      e) Decline Phase
XII. 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
XIII. Point after which the revenue line crosses the total cost line is called as _____
XIV. A market is a _____ of buyers and _____
XV.   _____ is an act of designing a company's offering and image to occupy a distinct place in the mind of the target market
XVI. What is the full form of C&F agent?
XVII. _____ works on behalf of health insurance companies to develop _____ that prioritize low cost and high-value medications to be covered for patients

PTO

XVIII.   Both Medical Reps and Medical Science liaisons make calls to health care practitioners in the field. True or false

XIX.   Primary market research is the market research where data is generated by third parties. True or false

XX.   COLOURS Classification is a form of customer segmentation: True or False

PART-II
Short Answers
(Instruction: Answer seven out of nine questions)

(7 x 5 = 35 Marks)

Q2.   Describe the marketing Mix (4Ps of marketing) briefly.

Q3.   What is a SWOT analysis?

Q4.   What is Brand Positioning? Give examples.

Q5.   What is customer segmentation? Give some examples of customer segmentation.

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.   Define Needs, Wants and Demands in marketing.

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 Masslow'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 Customer segmentation based on Product life Cycle (Please describe only one model of your choice)

::::::26/04/2023::::::M