

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

**CLASS: B. PHARM
BRANCH: PHARMACY**

**SEMESTER: VIII
SESSION:**

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-A

Objective types questions (Instruction: Answer all questions)

(10 x 2 = 20 Marks)

1. In marketing, what is a NEED and how is it different from a WANT? CO3
2. What are the five needs of Maslow's hierarchy? CO1
3. Enlist different phases of product life cycle CO1
4. The typical strategy of _____ phase of product life cycle is "Create awareness and initiate trials" CO4
5. Break even point is the _____ "Minimum / Maximum" (Select one) number of units that must be sold or the _____ "minimum / Maximum " (select one) revenue that must be made, before a business starts making profits. CO5
6. Enlist various mediums of pharmaceutical detailing CO1
7. Explain why a marketer when setting the PRICE of a product, should also consider the perceived VALUE of the product. CO3
8. What are four P's of marketing? CO2
9. Give a short description of BCG matrix CO2
10. _____ is a Reversal agent that is currently in development for the Reversal of the antiplatelet agent Brilinta(Ticagrelor) CO1

PART-B

Short Answers

(Instruction: Answer seven out of nine questions)

(7 x 5 = 35 Marks)

1. Describe what you mean by **Needs, Wants** and **Demand** in marketing. CO1, CO2
2. Describe the Maslow's Hierarchy of Needs. CO1, CO2
3. Describe the 4 P's of Marketing. CO1, CO2
4. Describe Kotler's 5 Product level model: Core Product, Generic Product, Augmented Product and Potential Product. CO2, CO3
5. Describe the role of a PSR in the Pharmaceutical industry. CO1
6. What is the difference between Fixed Price and variable Price? CO2, CO3
7. What is Market Research? Describe what you mean by Primary and secondary Market Research. CO2, CO3
8. Describe what you mean by Segmentation, Targeting and Positioning. CO1, CO2
9. How does Pharma Industry Segment its customers? Mention some Specialities of Doctors that Pharma Industry segments its customers by. CO3, CO4

PTO

PART-C

Long Answers

(Instruction: Answer two out of three questions) (2 x 10 = 20 marks)

1. Answer questions based on this Pricing case study:

C04,C05

Congratulations, you have just managed to get dealership for a fast-acting antidepressant drug “Z” There is significant demand for that product but you have to get the product inventory in place and make sure that your distributorship sells a minimum No. of Z tablets to break even before you are able to make profit. Here are the various costs for your calculation:

- (a) Rent for your Facility: Rs 100,000 per month
- (b) Cost of Electricity: Rs, 10,000 per month
- (c) Salary of employees working per month: Rs 100,000
- (d) Cost of Z tablets from the pharmaceutical company to your dealership: Rs 100
- (e) Selling Price your Dealership sells the tablets in the market for: Rs. 200

Calculate the following based on the case study above:

- (1) The total Fixed Cost per month for your establishment.
- (2) The Profit you make per tablet you sell.
- (3) The Break-even Point - The minimum number of tablets that your establishment must sell to Break even before you start making profits.
- (4) The Number of months before your establishment hits the breakeven point. (Assuming that you sell 200 Tablets per month)

- 2. What is Segmentation? Describe Product Life Cycle based segmentation, Colours based Segmentation and Geography based Segmentation.
- 3. Explain what you mean by the “Product Life Cycle. Describe the different stages of the Product Life Cycle.

C01,
C02
C02,
C03

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