

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

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

**SEMESTER: VIII  
SESSION: SP2025**

**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)**

(10 x 2 = 20 Marks)

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|---|---------|
| 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? How are they relevant with market?                                    | CO2+CO3 |
| 3. Enlist and detail out the different phases of product life cycle   | CO1     |
| 4. Differentiate Targeting from segmentation and its relationship with product life cycle.                              | CO4     |
| 5. Name different types of market research.   | CO5     |
| 6. Enlist various mediums of pharmaceutical detailing with short description of each class.                             | 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? Define break even point and fixed cost.  | CO1+CO2 |
| 9. Give a short description of BCG matrix   | CO2     |
| 10. Describe "Brand Positioning? Give Examples.   | CO1     |

**PART-II**

**Short Answers**

**(Instruction: Answer seven out of nine questions)**

(7 x 5 = 35 Marks)

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|---|----------|
| 1. Describe what you mean by Needs, Wants and Demand in marketing, Give examples.   | CO1, CO2 |
| 2. How Maslow differentiated market needs?  | CO1, CO2 |
| 3. Describe the 4 P's of Marketing.   | CO1, CO2 |
| 4. Describe Kotler's Product level model: Core Product, Generic Product, Expected 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? Give examples of each.  | CO2, CO3 |
| 7. What is Market Research? Describe what you mean by Exploratory and confirmatory Market Research and primary and secondary data generation.                               | CO2, Co3 |
| 8. Describe the methods of design of sales training.  | CO1, CO2 |
| 9. Describe the roles of the following components of distribution channels: Manufacturer, Wholesaler, Pharmacy, Pharmacy Benefit Manager and Third Party Payer/Health Plan. | CO3, CO4 |

**PART-III**

**Long Answers**

**(Instruction: Answer two out of three questions)**

(2 x 10 = 20 marks)

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|---|----------|
| 1. Enlist the criteria for selection of sales person. Give examples of the types of customers you find in each of the Product life cycle. | CO3+CO4  |
| 2. What is Segmentation? Describe Product Life Cycle based segmentation, Colours based Segmentation and Vals Classification.              | CO1, CO2 |
| 3. Illustrate the life cycle of a product and its market. Explain the keystones of pharma detailing                                       | CO2, CO3 |