

DEPARTMENT OF PHARMACEUTICAL SCIENCES & TECHNOLOGY
BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI

CLASS: BPHARM
BRANCH: PHARMACY

SEMESTER: VIII
SESSION: SP-2025

SUBJECT: BP803ET PHARMACEUTICAL MARKETING MANAGEMENT

TIME: 2.00 Hour

FULL MARK: 30

PART-I

- A. Short Type Answer (State whether following statements are either True or False) (10 X 01 = 10 Marks)**
- I. In marketing a NEED is different from a WANT
 - II. The 4 Ps of marketing mix are Product, Price, Promotion and Packaging
 - III. The 5 PRODUCT levels include: Core Product, Non-Core product, Unexpected Product, Augmented Product and Potential Product
 - 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
 - V. A Typical product life cycle has 4 stages: Introduction, Early growth, Late Growth and Maturity
 - VI. Ticagrelor is a Reversibly binding antiplatelet drug used for treatment of heart attacks and stroke.
 - VII. Bentracimab is a fractional monoclonal antibody that is being studied to reverse the antiplatelet effect of Ticagrelor.
 - VIII. While pricing a product a marketer must consider the perceived value of the product by the customer as well
 - 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
 - X. Fixed cost is the cost that a business incurs (like rent, cost of electricity, salary of employees, lease payments, insurance etc) is independent of the number of units of a product a business manufactures

Part II

B. Long Answers (Answer 1 out of 2) 01 X 10 = 10 Marks)

1. Describe the various stages of the Product Life Cycle.
2. Answer questions based on this Pricing case study:
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:
Cost of Rent for your Facility: Rs 160,000 per month
(a) Cost of Electricity: Rs, 20,000 per month
(b) Salary of employees working per month: Rs 120,000
(c) Cost of Z tablets from the pharmaceutical company to your dealership: Rs 250
(d) Selling Price your Dealership sells the tablets in the market for: Rs. 500
(e) No of tablets that your establishment is able to sell per month: 200 tabs / Month

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)

Part III

- C. Short Answers (Answer two out of three) (02x05=10 marks)**
1. Describe the "BCG matrix"
 2. Describe what is "Fixed cost", "Variable cost" and "Break-even Point".
 3. Discuss the role of a PSR in a pharma company