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Total No. of Questions : 5]

SEAT No. :

PE5850

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S.Y.M.B.A.

PHM 611 MJ : PHARMACEUTICAL MARKETING MANAGEMENT

(2024 Pattern) (Semester - III)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) *All questions are compulsory.*
2) *Each questions has an internal options.*
3) *All questions carry equal marks.*

Q1) Solve any five. **[10]**

a) Define pharmaceutical marketing systems.

b) Enlist any two personal selling activities in pharma.

c) Define situation analysis.

d) Identify two elements of the Pharmaceutical marketing mize.

e) Enlist two objectives of strategic planning in pharma.

f) Define product life cycle.

g) What is mean by generic products?

h) Define what is mean by Brand?

Q2) Solve any two. **[10]**

a) Describe the process of strategic planning in pharmaceutical marketing.

b) Explain the role of positioning and differentiation in pharma marketing.

c) Describe the new product development (NDP) process in pharma.

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Q3) Solve any one. **[10]**

a) Apply concepts to market segmentation to suggest suitable segment for a new dermatology brand.

OR

b) Apply SOSTAC elements to suggest actions and control measures for a promotional campaign.

Q4) Solve any one. **[10]**

a) Analyse how environmental scanning impacts strategic decisions in pharma companies?

OR

b) Compare generic vs branded pharma products in terms of pricing and marketing strategies.

Q5) Solve any one. **[10]**

a) Evaluate the electiveness of the pharmaceutical an marketing mize for newly launched OTC brand.

OR

b) Create a pricing plan for a new patented oncology drug.

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