

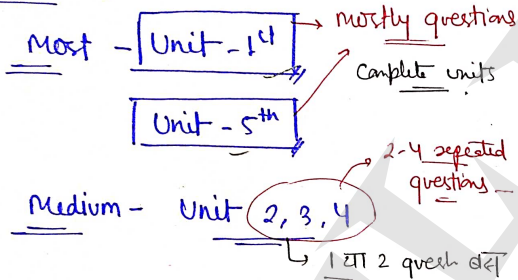
CAREWELL PHARMA - A FAMILY OF LEARNING

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MOST IMPORTANT QUESTIONS OF PHARMA MARKETING MANAGEMENT

UNIT - 1ST

⊙ Important units



① Define marketing. Discuss the concept and scope of marketing. Discuss the consumer and Industrial buying behaviours

② Discuss the various factors of marketing environment which impact the organisation success.

③ Write a note on difference b/w marketing and selling.

④ Discuss the various basis of market segmentation. Write a note on "Role of market research".
 significance
 Define...

⑤ Discuss briefly the motivation and prescribing habits of the physicians--

⑥ Define market Research. Diff. b/w Primary and Secondary data. Explain the diff. techniques of collecting primary data.

⊙ Theoretical subject → General

SIMPLE
 - खुद से बनाकर लिख सकते हैं।
 - learn main hindi
 Mix → technical language + Desi English

⊙ 15 Qm for pass --

⊙ 2 marks - compulsory, very soon --

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UNIT-2ND

① Write a detailed note on Product Life Cycle.

OR

Elaborate the various stages of product life cycle and suggest the various strategies to be taken by a pharmaceutical house to sustain growth in various phases..

② Discuss product branding. Explain the concept of product management in pharmaceutical industry.

③ Write a note on:-

- # New product decision
- ii) Product mix decision
- iii) product positioning

UNIT-3RD

promotion.

① Describe the various advertising techniques in marketing.

types

② What are the different online promotional techniques for OTC products. Evaluate the modern methods in advertising and sales promotion.

③ Write a note on:-

- i) Product promotion
- ii) Personal selling
- iii) modern publicity & sales promotion practices.

Others → you can solve easily
Others - in 2 marks*

UNIT-4TH

① Define pharmaceutical marketing channels. Write a detail note on various channel of distribution. How will you select the most appropriate channel distribution of drugs.

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OR

Write a detailed note on various pharmaceutical marketing channels.

their role, Designing, conflicts in channels,
selecting the appropriate channels..

② What do you mean by PSR. Discuss role, duties, selection and training, supervising, norms for customer calls and future prospects of the PSR.

UNIT - 5th

① Explain in detail about importance, objectives, methods and strategies of pricing, determinants of price.

② Write a note on DPCO & NPPA.

③ What are various issues in price management in pharmaceutical industry.

④ Write a detailed note on Emerging concepts in marketing

OR

Write a note on:-

- i) vertical & horizontal marketing
- ii) Rural & global marketing