

**Printing Page(s) : 1**

**Paper Code :DMS-224**

**Roll No.**

**MBA-16 (Pharmaceutical Marketing)  
2<sup>nd</sup> Year Examination, Academic Batch 2016-17  
Pharmaceutical Marketing**

*Time : 3 Hours ]*

*[ Max. Marks : 100*

*Note. Attempt any **Five** questions. All questions carry equal marks.*

**Q.1** Discuss the ethics in pharmaceutical Industry.

**Q.2 (a)** What do you understand by pharmaceutical Industry?  
**(b)** What are different stake holders of a pharmaceutical Industry?

**Q.3** Describe strategic planning.

**Q.4** Discuss SWOT analysis.

**Q.5.** Explain drug discovery process.

**Q.6.** Explain:

(a) Portfolio Management (b) Profiling of customers

**Q.7.** Discuss generic and anti-generic strategy

**Q.8.** Write short notes on:

(a) Discuss about promotion mix. (b) Effective management of IMC