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**MBA-16**

**2<sup>nd</sup> Year Examination, Calendar Batch 2016**

**Pharmaceutical Marketing**

*Time : 3 Hours ]*

*[ Max. Marks : 100*

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

- Q.1** What is Product Management? Mention its advantages and disadvantages. What are the roles of Product Management in Pharmaceutical Marketing?
- Q.2** What is Personal Selling? Explain the qualities of a good sales personnel. Describe the role of Medical Sales Representatives in Pharmaceutical Industry.
- Q.3** Describe the New Product life cycle in detail.
- Q.4** Describe the SWOT analysis.
- Q.5** Define Advertisement? Explain functions and objectives of Advertisements. Explain various types of Advertising.
- Q.6** Discuss the Health Care Regulation in India.
- Q.7** Explain various channels of distribution of Pharmaceutical Formulations?
- Q.8** What do you mean by public relation? Explain various components of public relation

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