Time: 3 Hours Marks:75

Q1: Multiple Choice Question

(1*20=20 Marks)

- 1. What is the primary focus of marketing?
- A) Increasing sales
- B) Understanding consumer behaviour
- C) Selling products
- D) Expanding distribution channels
- 2. What does analysing consumer buying behaviour involve?
- A) Assessing competitors' strategies
- B) Identifying consumer preferences and decision-making processes
- C) Evaluating industry trends
- D) Developing pricing strategies
- 3. In the pharmaceutical market, what is the role of market segmentation?
- A) Identifying consumer demographics
- B) Determining ideal brand ambassador
- C) Determining distribution channels
- D) Targeting specific groups with unique needs
- 4. Industrial buying behaviour involves
- A) Impulse purchases
- B) Rational decision-making processes
- C) Emotional considerations
- D) Irrational decision-making process
- 5. What aspect of the pharmaceutical market does industry and competitive analysis primarily focus on?
- A) Physician-patient relationships
- B) Pricing strategies of retail pharmacists
- C) Identifying key competitors and market trends
- D) Analysing consumer demographics
- 6. OTC stands for
- A) Off-The -Chart
- B) Out of the clinic \(\cdot \)
- C) Over –The-Course
- D) Over –The-Counter
- 7. Which of the following is an example of product line decisions?
- A) Determining the pricing strategy for a single product
- B) Adding a new variant to an existing product range
- C) Expanding distribution channels for a specific product
- D) Conducting market research for potential product launches

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- 8. Product portfolio analysis evaluates:
- A) Brand awareness and market share of various products
- B) Profitability and growth potential of each product line
- C) Strengths and weaknesses of competitor offerings
- D) Packaging design effectiveness
- 9. (I) No regulation exist regarding advertisement of medicines.
 - (II) Prescription drugs can be purchase from general store.
- A) (I) is true,(II) is true
- B) (I) is false,(II) is false
- C) (I) is false,(II) is true
- D) (I) is true, (II) is false
- 10. Product branding in pharmaceuticals is crucial for:
- A) Ensuring medication safety and efficacy
- B) Differentiating a drug from competitors
- C) Simplifying distribution logistics
- D) Reducing packaging costs
- 11. Promotion in marketing refers to:
- A) Product development and manufacturing
- (B) Communicating product benefits to customers
- C) Managing customer relationships
- D) Setting distribution channels
- 12. Direct mail marketing for pharmaceuticals can target
- A) Consumers directly
- B) Healthcare professionals
- C) Both consumers and healthcare professionals
- D) Neither consumers nor healthcare professionals
- 13. What method of promotion involves face-to-face interaction between sales representatives and potential customers?
- A) Advertising
- B) Direct mail
- C) Personal selling
- D) Online promotion

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- 14. Which promotional technique involves sending promotional materials directly to individuals through postal services?
- A) Sampling
- B) Journals
- C) Direct mail
- D) Retailing
- 15. What is the primary function of public relations in promotion?
- A) Generating immediate sales
- B) Building and maintaining a positive brand image
- C) Conducting market research
- D) Analysing competitor strategies
- 16. The primary purpose of detailing by PSRs in the pharmaceutical industry is to:
- A) Distribute free drug samples directly to patients
- B) Provide in-depth information about medications to doctors
- C) Conduct market research on consumer preferences
- D) Manage logistics and distribution of pharmaceutical products
- 17. Which of the following is a task in physical distribution management for pharmaceutical products?
- A) Determining pricing strategies
- B) Selecting appropriate promotional mix
- C) Monitoring competitor advertising campaigns
- D) Ensuring timely delivery and inventory management
- 18. When designing channels, what should be considered in selecting the appropriate channel?
- A) Their history of conflicts with competitors
- B) Their size in terms of employees
- C) Their capability to deliver value to customers
- D) Their location in urban areas
- 19. Global marketing requires:
- A) Standardizing marketing messages across all international markets
- B) Ignoring cultural differences between countries
- C) Adapting marketing strategies to the specific needs of each market
- D) Focusing solely on online marketing channels for global reach

- 20. Which pricing strategy aims to set prices slightly below competitors to gain market share quickly?
- A) Cost-plus pricing
- B) Penetration pricing
- C) Skimming pricing
- D) Value-based pricing
- Q2. Answer any TWO of the following

(2*10=20 Marks)

- A) What is the importance of Segmentation, Targeting & Positioning (STP) in the study of marketing? Support your answer with a suitable example.
- B) Define product & explain in detail the concept of Product Life Cycle (PLC).
- C) What are the factors that determine the promotional mix? Develop a Promotional mix programme for energy drinks targeted to kids.
- Q3. Attempt any SEVEN from the following

(7*5=35 Marks)

- A) How do buyers of consumer goods differs from buyers of industrial goods?
- B) Define brand and highlight its importance.
- C) Write a note on the importance of packaging & labelling for pharmaceutical firm.
- D) Define Public Relation & explain the role of PR in communicating with the target audience.
- E) What are the different methods of determining the promotional budget?
- F) What are the different factors that determine the design of channel?
- G) What are the characteristics of an ideal PSR?
- H) What are the factors that determine the final price of product?
- I) Define Vertical Marketing System & explain three types of Vertical Marketing System.

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