

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
- 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

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.