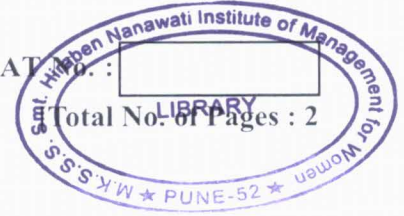


Total No. of Questions : 5]

**PE5850**

SEAT No. :



[6551]-836

**S.Y.M.B.A.**

**PHM 611 MJ : PHARMACEUTICAL MARKETING  
MANAGEMENT  
(2024 Pattern) (Semester - III)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Each questions has an internal options.*
- 3) *All questions carry equal marks.*

**Q1)** Solve any five.

**[10]**

- a) Define pharmaceutical marketing systems.
- b) Enlist any two personal selling activities in pharma.
- c) Define situation analysis.
- d) Identify two elements of the Pharmaceutical marketing mize.
- e) Enlist two objectives of strategic planning in pharma.
- f) Define product life cycle.
- g) What is mean by generic products?
- h) Define what is mean by Brand?

**Q2)** Solve any two.

**[10]**

- a) Describe the process of strategic planning in pharmaceutical marketing.
- b) Explain the role of positioning and differentiation in pharma marketing.
- c) Describe the new product development (NDP) process in pharma.

**P.T.O.**

**Q3) Solve any one.**

**[10]**

- a) Apply concepts to market segmentation to suggest suitable segment for a new dermatology brand.

OR

- b) Apply SOSTAC elements to suggest actions and control measures for a promotional campaign.

**Q4) Solve any one**

**[10]**

- a) Analyse how environmental scanning impacts strategic decisions in pharma companies?

OR

- b) Compare generic vs branded pharma products in terms of pricing and marketing strategies.

**Q5) Solve any one.**

**[10]**

- a) Evaluate the effectiveness of the pharmaceutical marketing mix for newly launched OTC brand.

OR

- b) Create a pricing plan for a new patented oncology drug.

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