

AGJ 48

Con-4168-09.

Sem VI (R)

Pharm. Management - II
(2 Hours)

Oct. 09
DY-2897

6/11/09
[Total Marks : 35

- N.B. :** (1) Question No. 1 is **compulsory**.
(2) Attempt any **three** questions from remaining **five** questions.
(3) **Figures** to the **right** indicate **full** marks.

1. Write short notes on any **four** :- 8
 - (a) T.Q.M.
 - (b) Advertising Media
 - (c) Core Product
 - (d) Product Differentiation
 - (e) Packing 5th 'P' of Marketing Mix
 - (f) Customer's Emotional Motives.
 2. (a) What is materials management ? Why it is important in a pharmaceutical industry ? 5
(b) Discuss functions of store-keeping. 4
 3. (a) Describe steps involved in personal selling. Do you think that a salesman with need-satisfaction orientation will be a successful salesman in pharmaceutical industry ? 5
(b) Discuss the importance of different components of marketing mix. 4
 4. (a) Each product has a limited life. Why ? Explain basic steps in new product development. 5
(b) What do you mean by channels of distribution ? Explain its importance in marketing of pharmaceutical product in India. 4
 5. (a) Explain merits and demerits of direct taxes. 5
(b) Discuss financial functions of a business. 4
 6. (a) What steps are involved in marketing research ? 5
(b) Explain functions and importance of human resource department. 4
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