

Date 14/5/09  
time 11.00 am to 1.00 pmT. Y. B. Pharm sem VI May 2009  
pharmaceutical management II

Con. 1771-09.

BB-7656

( 2 Hours )

[ 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) Product line
  - (b) Provision relating to welfare facilities for workers under Factory Act.
  - (c) ABC Analysis of inventory control.
  - (d) Stores functions.
  - (e) Sampling methods.
  - (f) Personal selling.
  
2. (a) Explain the main features of product life cycle (PLC), with respect to sales, costs, profits, customers and competitors. 5  
 (b) What marketing strategy you will adopt in the stages of maturity and decline phase in case of a pharmaceutical product ? 4
  
3. (a) Discuss the main functions of purchase department. 5  
 (b) Distinguish between production planning and production control. 4
  
4. (a) Distinguish between selling and marketing and explain briefly the different marketing concepts. 5  
 (b) Explain the different steps in marketing research process. 4
  
5. (a) Describe the importance of pricing to an organization and discuss steps involved in setting a price of a product. 5  
 (b) State and explain the merits and demerits of indirect taxes. 4
  
6. (a) Describe five 'M's of advertising. 5  
 (b) What are the different types of differentiation ? Explain the features of product differentiation. 4