

QP Code : 16124

(3 Hours)

[Total Marks : 70

- N.B.:** (1) Question No. 1 is **compulsory**.  
(2) Attempt any **5** questions from remaining 6 questions.  
(3) Attempt in all **6** questions.

1. (a) Explain in brief (any two) : - 8
  - (i) Product life cycle
  - (ii) Marketing Mix
  - (iii) Product Cost.
- (b) Explain the positioning of pharmaceutical Industry. 4
- (c) Explain different working style of Acute, Chronic and OTC segment. 3
2. (a) Discuss the main components of Balance sheet. 8
- (b) Write a note on-Importance of Brand plan. 3
3. (a) Explain SWOT Analysis with any one example. 8
- (b) Write a note on six sigma concept. 3
4. (a) Describe FDA regulations and approvals for pharmaceutical product quality Management. 8
- (b) Write a note on ESIS scheme. 3
5. (a) Explain BCG Matrix with example. 8
- (b) Write a note on DPCO. 3
6. (a) Explain Market Segmentation with example. 8
- (b) Write a note on Stress Management. 3
7. (a) Explain theories of Motivation. 8
- (b) Write a note on effective Segmentation Criteria. 3

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WG-Con. : 9712-15.