

Q.P. Code : 24960

(3 Hours)

[ Total Marks : 70

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

1. Answer the following questions :

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|--|---|
| (a) Define Costing.  | 1 |
| (b) Enlist stages involved in Product life cycle.  | 1 |
| (c) Give examples of major players with brands in pharmaceutical industry.                   | 1 |
| (d) Give formula to calculate retail price of drug.  | 2 |
| (e) Difference between sales and marketing.  | 2 |
| (f) Define Line extension with examples.   | 2 |
| (g) Define management and give its functions.  | 2 |
| (h) Difference between liabilities and assets.   | 2 |
| (i) What are patentable and non patentable goods. Give examples.                             | 2 |
|  |   |
| 2. (a) Explain Geographic segmentation.  | 4 |
| (b) Importance of packaging in pharmaceutical products.                                      | 4 |
| (c) Short note on Porters five force model.  | 3 |
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| 3. (a) Write importance of Drug Price Control order.   | 4 |
| (b) Write characteristics of Brand Plan.   | 4 |
| (c) Short note on "SWOT Analysis."   | 3 |
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| 4. (a) Explain any one Theory of Motivation.   | 4 |
| (b) "Retailing" an important part of Marketing. Explain.                                     | 4 |
| (c) Short note on Six Sigma.   | 3 |
|  |   |
| 5. (a) Describe FDA regulations and approvals for pharmaceutical product Quality Management. | 4 |
| (b) Explain in detail Patent registration procedure.   | 4 |
| (c) Short note on factory act.   | 3 |
|  |   |
| 6. (a) Explain different working style of acute, chronic and OTC segment.                    | 4 |
| (b) Write performa of Balance sheet, Profit and Loss account.                                | 4 |
| (c) Explain importance of Product life cycle.  | 3 |
|  |   |
| 7. (a) Explain uniqueness of Medical product marketing.                                      | 4 |
| (b) Short note on Skills to excell in interview.   | 4 |
| (c) Short note on Conflict Management.   | 3 |

XZ-Con. 133-16.