

Please check whether you have got the right question paper.

N.B: 1) Question No 1 is compulsory.

2) Attempt any five questions from remaining six questions.

3) Attempt in all six questions

Q.1 Answer the following:-

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| a) Define a brand | 01 |
| b) What do you understand by SWOT analysis? What is its importance | 02 |
| c) Enlist the four P's in marketing mix. | 02 |
| d) Define 'targeting' with appropriate examples. | 01 |
| e) Differentiate between segmentation and positioning with appropriate examples. | 02 |
| f) Define Team and enlist its characteristics. | 02 |
| g) What is DPCO? | 01 |
| h) Discuss the importance of Porter's 5 force model. | 02 |
| i) What do you understand by employee motivation? | 01 |
| j) Explain market share. | 01 |

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| Q.2 | a) Explain BCG Matrix. | 04 |
| | b) Briefly explain various sources of conflict. | 04 |
| | c) Discuss the important features of body language. | 03 |

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| Q.3 | a) What are the different pricing methods? | 04 |
| | b) Write a note on FDA regulations for drugs. | 04 |
| | c) Write a note on importance of planning. | 03 |

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| Q.4 | a) Discuss the importance of a brand plan. What are its elements? | 04 |
| | b) What are stressors? Discuss any two types of stressors. | 04 |
| | c) Write a note on Patent registration. | 03 |

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| Q.5 | a) Differentiate between psychographic and behavioral segmentation. | 04 |
| | b) Write a note on different strategies used in time management. | 04 |
| | c) What are the different ways of promoting a pharma product? | 03 |

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| Q.6 | a) Commercial success of a pharma product depends on the multitasking medical representative. Discuss. | 04 |
| | b) Explain in brief, the various stages in product Life cycle. | 04 |
| | c) What is positioning? Explain using appropriate pharmaceutical examples. | 03 |

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| Q.7 | a) Write a note on health care industry in India. | 04 |
| | b) Discuss the importance of leadership in management. | 04 |
| | c) Discuss the importance of packaging and labeling in pharmaceutical industry. | 03 |