

School: SOMAHS	Level: Bachelor	Invigilator's Sign: .....
Program: B. Pharmacy	Year/Part: III/II	Superintendent's Sign: .....
Subject: Pharmaceutical Marketing (BP 605)		Code No. ....

Code No.

GROUP A (Multiple-Choice Questions)	[10x1=10]	Time: 20 Minutes
-------------------------------------	-----------	------------------

- i This group contains 10 multiple-choice questions (MCQs).  
 ii Answers must be marked on the MCQ Answer Sheet. Code No.:  
 iii You may use the main answer sheet for rough work.  
 iv Marks will not be awarded for answers with cutting, erasing, overwriting, or multiple shaded options.  
 v The MCQ question paper must be returned along with the MCQ answer sheet.

- In Pharmaceutical Marketing, the key customer is often .....  
 a) Patient    b) Prescriber    c) Government    d) Retail pharmacy
- Which of the following component does not fall under quantitative aspect of pharmaceutical marketing?  
 a) Market Size    c) Consumer behavior  
 b) Sales & Revenue    d) Growth rate
- In which type of products, customer makes minimum buying effort  
 a) Convenience Products    b. Shopping Products    c. Specialty Products    d. None of these
- Which of the following can be treated as Product in Marketing?  
 a) Goods    b. Services    c. Events    d. All of these
- Which stage of pharmaceutical new product development involves testing the drug on a small group:  
 a) Preclinical stage    b. Clinical Stage    c. Review & approval    d. None of above
- Which of the following method does not belong to Traditional channel of Pharmaceutical Marketing :  
 a) Medical Representatives    b. Patient Centric Tools  
 c. Direct to Consumer advertising    d. Physical Distribution
- Which of the following statement is appropriately True  
 a) Selling and Marketing are same  
 b) Selling and Advertising are same  
 c) Selling itself is not marketing  
 d) Selling & Advertising are the components of Marketing
- A single coordinated supply chain where producers, wholesalers and retailers to reduce conflict and improve efficiency is termed as .....  
 a) Horizontal Marketing System  
 b) Vertical Marketing System  
 c) Both a & b  
 d) None of these
- The specific benefit or characteristics that sets a medicine or brand apart from its competitors is called.....  
 a) Product Benefit  
 b) Competitive Advantage  
 c) Unique Selling Point  
 d) None of these
- Which of the features of Pharmaceutical Marketing makes it different from other marketing?  
 a) Final consumer is different from one who prescribes it  
 b) The one who prescribes does not consume the product  
 c) Mass advertising is much difficult as compared to other products  
 d) All of these.

### Multiple Choice Questions' Answer Sheet

Marks Secured: \_\_\_\_\_

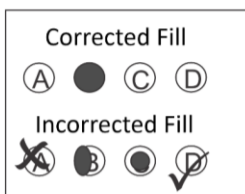
In Words: \_\_\_\_\_

Examiner's Sign: \_\_\_\_\_ Date: \_\_\_\_\_

Scrutinizer's Marks: \_\_\_\_\_

In Words: \_\_\_\_\_

Scrutinizer's Sign: \_\_\_\_\_ Date: \_\_\_\_\_



1. (A) (B) (C) (D)	6. (A) (B) (C) (D)
2. (A) (B) (C) (D)	7. (A) (B) (C) (D)
3. (A) (B) (C) (D)	8. (A) (B) (C) (D)
4. (A) (B) (C) (D)	9. (A) (B) (C) (D)
5. (A) (B) (C) (D)	10. (A) (B) (C) (D)

Manmohan Technical University  
Office of the Controller of Examinations

**Exam Year: 2083, Ashar**

School: SOMAHS	Level: Bachelor	Time: 3 Hours
Program: B.Pharmacy (MOfel Questions)	Year/Part: III/II	Full Marks: 50
<b>Subject: : Pharmaceutical Marketing (BP 605)</b>		

- ✓ Candidates are required to give their answers in their own words as far as practicable.
- ✓ The figures in the margin indicate **Full Marks**.
- ✓ Assume suitable data if necessary.

**GROUP A** (Multiple-Choice Questions are provided on separate sheet)

**[10\*1=10]**

**GROUP B** (Problem Based Questions)

**[2\*5=10]**

**Case Study:**

**Launching a New Pharmaceutical Product in Nepal**

**Background**

Healthy Life Pharmaceuticals Pvt. Ltd. is a newly established pharmaceutical company in Nepal. The company was founded by a group of pharmacists and healthcare professionals with the vision of providing affordable and high-quality medicines to the Nepalese market.

The management identified a growing demand for an effective and affordable anti-diabetic medicine. Before launching the product, the company invested significant resources in Research and Development (R&D) to formulate a safe, effective, and stable medicine that met national and international quality standards. Laboratory testing and stability studies were conducted to ensure the product's safety and efficacy.

After completing the R&D phase, Healthy Life Pharmaceuticals submitted the required documents, including product specifications, quality control reports, and manufacturing details, to the Department of Drug Administration (DDA), Nepal, for product registration and marketing authorization. Following a thorough review and inspection of the manufacturing facilities, the company received the necessary licenses to manufacture and market the product.

Once regulatory approval was obtained, the marketing department developed a promotional strategy. Medical representatives were recruited and trained to visit doctors, pharmacists, and hospitals to provide scientific information about the product. Promotional materials such as product brochures, clinical data summaries, and educational presentations were prepared. The company also organized Continuing Medical Education (CME) programs to increase awareness among healthcare professionals.

Within the first year of launch, the product gained positive acceptance due to its competitive pricing, quality, and effective promotional efforts. However, the company faced challenges such as strong competition from established brands, regulatory compliance requirements, and the need for continuous post-marketing surveillance.

The management realized that long-term success in pharmaceutical marketing depends not only on promotion but also on product quality, ethical marketing practices, regulatory compliance, and ongoing innovation.

**Provide elaborative answer to the questions provided below:**

A. What are the major stages involved in bringing a new pharmaceutical product from concept to market? [5]

B. Why is obtaining regulatory approval and product registration important before marketing a pharmaceutical product? [5]

**GROUP C (Long Answer Questions – Attempt Any four Questions)**

1. Define Marketing and explain any two Concepts of Marketing along with examples. (1+4) **[4×5=20]**
2. Explain Pricing of Drugs in brief. Also explain any three objectives of Drug Pricing. (2+3)
3. Define Promotion along with its importance. Also explain any three determinants of Promotion Mix. (2+3)
4. Explain Production Process of Pharmaceutical Industry in brief. (5)
5. “Pharmaceutical Marketing is very much different from other Marketing” Justify the above statement with proper understanding of Pharmaceutical Marketing along with examples. (5)

**GROUP D (Short Answer Questions –Attempt any Five )**

**[5\*2 = 10]**

6. Differentiate between Selling & Marketing along with sufficient examples.
7. Explain briefly what is meant by "quantitative aspects" of the pharmaceutical market.
8. Distinguish between branded drugs and generics in short .
9. Explain the role of Marketing research in brief.
10. Define PSR along with any two duties and responsibilities of a PSR.
11. What do you understand by Promotional Budget? Explain in brief.

\*\*\*\*\* All the Best \*\*\*\*\*