



**SHREE H.N.SHUKLA INSTITUTE OF PHARMACEUTICAL  
EDUCATION AND RESEARCH, RAJKOT**



SUBJECT:- PHARMA MARKETING

SUBJECT CODE:-BP803TT

DATE:- 03/04/2021

TOTAL MARKS:- 100

**\*\*ATTEMPT ALL THE QUESTION\*\***

1. EXPLAINE LEVEL OF PRODUCT WITH PRODUCT DECISION .....(6)
2. EXPLAIN TYPE OF PRODUCT POLICY DECISION & EXPLAIN ANY ONE.....(6)
3. EXPLAIN PRODUCT LINE DECISION IN DETAIL..... (6)
4. GIVE THE EXPLANATION OF PRODUCT LIFE CYCLE STAGES WITH GRAPH.....(6)
5. WRITE A NOTE ON PRODUCT PORTFOLIO ANALYSIS.....(6)
6. WRITE A NOTE ON NEW PRODUCT DEVELOPMENT.... (6)
7. WRITE A NOTE ON HOW TO DEVELOP MARKETING STRATEGY..(6)
8. WRITE A NOTE ON PACKING AND LABELLING DECISION.... (6)
9. GIVE THE DETAIL ABOUT THE TYPE OF PRODUCT POLICY DECISION... (6)
10. WRITE A NOTE ON TYPE OF PRAMOTION..... (6)
11. WRITE A NOTE ON NEW PRODUCT OR SERVICE PARMOTION.....(5)
12. WRITE A NOTE ON PRAMOTION OF PHARMACEUTICAL BUSINESS..(5)
13. GIVE THE FACTORS AFFECTING PROMOTION MIX...(5)
14. WRITE A NOTE ON PROMOTION BUDGE....(5)
15. WRITE A NOTE ON FOR METHOD OF DETERMINING BUDGET FOR PROMOTIONAL EXPENDITURE....(5)
16. WHAT IS PERSONAL SELLING GIVE SHORT NOTE...(5)
17. WHAT IS SAMPLING PROCESS WRITE A NOTE...(5)
18. WHAT IS OTC MARKETING WRITE A NOTE....(5)

**BEST OF LUCK**