

Your Roll Number.....

**Jamia Hamdard**  
**Centre for Translational & Clinical Research**  
**M.Sc. in Clinical Research Semester I**  
**Semester Examination – December 2023**

**Paper Code – MCR DSE 101; Paper Title: Pharmaceutical Management**

Time : 1 hour 30 mins

Total Marks: 30

*Write the roll number at the top immediately on receipt of this question paper. Attempt all questions.  
All parts of a question must be attempted in continuation. Start answer of a fresh question on a new page. Cite examples whenever necessary*

|                                                       |                                                                                     |
|-------------------------------------------------------|-------------------------------------------------------------------------------------|
| <b>Section-A</b>                                      |                                                                                     |
| <b>All questions are compulsory</b>                   |                                                                                     |
| <b>(10x2=20 Marks)</b>                                |                                                                                     |
| 1                                                     | Detailing                                                                           |
| 2                                                     | Marketing                                                                           |
| 3                                                     | Market Segmentation                                                                 |
| 4                                                     | SWOT analysis                                                                       |
| 5                                                     | Macroenvironment factor                                                             |
| 6                                                     | Rebranding                                                                          |
| 7                                                     | Product Mix                                                                         |
| 8                                                     | Purchasing power                                                                    |
| 9                                                     | Product Life cycle                                                                  |
| 10                                                    | Market analyst                                                                      |
| <b>Section-B</b>                                      |                                                                                     |
| <b>Write Short Note on ANY THREE of the following</b> |                                                                                     |
| <b>(3x4=12 Marks)</b>                                 |                                                                                     |
| 11                                                    | Motivation and prescribing habits of physician.                                     |
| 12                                                    | Industrial buying behavior                                                          |
| 13                                                    | Market Research                                                                     |
| 14                                                    | Product branding                                                                    |
| 15                                                    | Product Line                                                                        |
| <b>Section-C</b>                                      |                                                                                     |
| <b>Attempt Any One of the following</b>               |                                                                                     |
| <b>(1x8=8 Marks)</b>                                  |                                                                                     |
| 17                                                    | Discuss 4Ps of marketing and discuss pharmaceutical competitor analysis ?           |
| 18                                                    | What are the duties of PSR and discuss purpose of detailing along with supervision? |

\*\*\*\*\*END OF QUESTION PAPER\*\*\*\*\*