

Your Roll Number.....

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Examination: M.Sc. **Clinical Research**, Semester: **I (2023)**

Paper Code and Title: **MCR-DSE-101, Pharmaceutical Management**

Time: 1.5 hours

Maximum Marks: 30

Write the roll number at the top immediately on receipt of this question paper. Attempt ALL questions. All parts of question must be attempted in continuation. Start answering each question on new page.

1. EXPAND the following:

[1 x 5 = 5]

- i) Product line
- ii) SWOT analysis
- iii) Branding
- iv) Selling
- v) PSR

Section B Attempt ANY ONE (15 x 1 = 15 marks)

- 3. Discuss importance of market research in sales and marketing of products?
- 4. What is product life cycle and discuss consumer characteristics influencing sales of pharmaceutical product?
- 5. Discuss the purpose of detailing and duties of PSR?

Section C Write Short note on ANY TWO (5 x 2 = 10 marks)

- 6. Differences between marketing & selling
- 7. Product branding importance
- 8. Analysis of consumer buying behavior
- 9. Product positioning of pharmaceutical management

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