

BP803ET. PHARMAMARKETINGMANAGEMENT (Theory)
Rajiv Gandhi University of Health Sciences, Karnataka
4th T Block Jayanagar, Bengaluru

Curriculum delivery design of B. Pharm. course of Semester VIII System
w.e.f Academic year 2020-21

SEMESTER-VIII

45 Hours

BP803ET. Pharma Marketing Management (Theory)

Scope:

- The pharmaceutical industry not only needs highly qualified researchers, chemists and, technical people, but also requires skilled managers who can take the industry forward by managing and taking the complex decisions which are imperative for the growth of the industry.
- The Knowledge and Know-how of marketing management groom the people for taking a challenging role in Sales and Product management.

Course Objective:

- The course aims to provide an understanding of marketing concepts and techniques and their applications in the pharmaceutical industry.
- Explains the marketing concepts and techniques, their applications in pharmaceutical industry and various aspects of pharmaceutical market.
- Various techniques for product branding, Discuss techniques for product promotion. To know about pharmaceutical marketing channels and role of professional sales representative. Enumerate pharmaceutical marketing channels and role of professional sales representative
- Content distribution as per the list of topics, time allotted for each topic, distribution for 'Must know', 'Desirable to know' and 'Nice to know' and the probable weightage.
- The following table can also be a reference frame for continuous and formative assessment of learning. If the curriculum management is scheduled as per the tabulation, there can be clarity for both learners and teachers to take stock of the mastery achieved in each objective. This will also help for professional excellence that goes beyond the examination process.

Semester VIII- BP803ET. Pharma Marketing Management (Theory)
Blue Print

UNIT-I		Hours: 10	Weightage: 22 Marks
Learning content distribution	Topics		
	Marketing and Pharmaceutical market		
Must to know	<p>Definition, general concepts and scope of marketing; Distinction between marketing & selling; Analyzing consumer buying behaviour; industrial buying behaviour.</p> <p>Quantitative and qualitative aspects; size and composition of the market; demographic descriptions and socio-psychological characteristics of the consumer; market segmentation & targeting.</p> <p>Analyzing the Market; Role of market research.</p>		
Desirable to know	<p>Marketing environment; Industry and competitive analysis.</p> <p>Consumer profile; Motivation and prescribing habits of the physician; patients' choice of physician and retail pharmacist</p>		
Nice to know	Pharmaceutical Market overview with respect to industry and consumer		

UNIT-II		Hours: 10	Weightage: 19 Marks
Learning content distribution	Topics		
	Product decision:		
Must to know	<p>Classification, product line and product mix decisions, product life cycle, product portfolio analysis; product positioning;</p> <p>New product decisions; Product branding, packaging and labeling decisions.</p>		
Desirable to know	Product management in pharmaceutical industry		
Nice to know	Product differentiation		

UNIT-III		Hours: 07	Weightage: 17 Marks
Learning content distribution	Topics		
	Promotion:		
Must to know	Methods, determinants of promotional mix, promotional budget; An		

	overview of personal selling, advertising, direct mail, journals, sampling, retailing, medical exhibition, public relations
Desirable to know	Online promotional techniques for OTC Products
Nice to know	Online promotional techniques for cosmetics

UNIT-IV	Hours: 10	Weightage: 21 Marks
Learning content distribution	Topics	
	Pharmaceutical marketing channels: Professional sales representative (PSR):	
Must to know	Physical distribution management: Strategic importance, tasks in physical distribution management. Duties of PSR, purpose of detailing, selection and training, supervising, norms for customer calls, motivating, evaluating, compensation and future prospects of the PSR.	
Desirable to know	Designing channel, channel members, selecting the appropriate channel, conflict in channels.	
Nice to know	C&F agents, distributors and retailers	

UNIT-V	Hours: 08	Weightage: 16 Marks
Learning content distribution	Topics	
	Pricing and Emerging concepts in marketing:	
Must to know	Meaning, importance, objectives, determinants of price; pricing methods and strategies, issues in price management in pharmaceutical industry. An overview of DPCO (Drug Price Control Order) and NPPA (National Pharmaceutical Pricing Authority)	
Desirable to know	Vertical & Horizontal Marketing; Rural Marketing; Consumerism; Industrial Marketing; Global Marketing.	
Nice to know	Latest knowledge about DPCO and NPPA, Digital marketing	

Blueprint of question paper, for each QP. This shows the weightage given to each chapter in the summative assessment. This improves the content validity by distributing the assessment of learners in the competencies that are represented by learning objectives under each chapter.

BLUE PRINT OF MODEL QUESTION PAPER BP803ET. Pharma Marketing Management								
TIME: 3 HOURS				MAX. MARKS: 75				
Unit No	Hours	Must know			Desirable to know			Weightage of marks
		LE (10X3)	SE (5X8)	SA (2X5)	LE (10X0)	SE (5X1)	SA (2X5)	
Unit-I	10	1	2	1	-	-	0	22
Unit-II	10	1	1	1	-	-	1	19
Unit-III	08		2	1	-	1	0	17
Unit-IV	10	1	1	1	-	-	2	21
Unit-V	07		2	1	-	-	2	16
Total	45	30	40	10	-	5	10	95
			80			15		95

Recommended Books: (Latest Editions)

1. Philip Kotler and Kevin Lane Keller: Marketing Management, Prentice Hall of India, New Delhi
2. Walker, Boyd and Larreche : Marketing Strategy- Planning and Implementation, Tata MC Graw Hill, New Delhi.
3. Dhruv Grewal and Michael Levy: Marketing, Tata MC Graw Hill
4. Arun Kumar and N Menakshi: Marketing Management, Vikas Publishing, India
5. Rajan Saxena: Marketing Management; Tata MC Graw-Hill (India Edition)
6. Ramaswamy, U.S & Nanakamari, S: Marketing Management: Global Perspective, Indian Context, Macmillan India, New Delhi.
7. Shanker, Ravi: Service Marketing, Excell Books, New Delhi
8. Subba Rao Changanti, Pharmaceutical Marketing in India (GIFT – Excel series) Excel Publications.

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8th Semester -BP803ET. Pharma Marketing Management (Theory)**QUESTION BANK****Long Essay (10 Marks)**

1. Define marketing? Describe the various functions and scope of marketing.
2. Define Market Segmentation? How do you segment pharmaceutical market? Discuss the criteria of market segmentation.
3. Define Marketing? Discuss the various functions of Pharmaceutical Marketing?
4. Write an overview of qualitative and quantitative aspects, size and composition of Indian Pharmaceutical market.
5. Explain factors influencing Physician prescribing habits and add a note on patient choice of Physician.
6. Define marketing. Explain its nature and scope of pharmaceutical marketing.
7. What is market segmentation? Explain the different ways of segmenting the pharmaceutical market with examples.
8. Define Market segmentation. Describe its significance and List out various factors considered for market segmentation.
9. Explain the quantitative aspects of Indian Pharmaceutical market.
10. What is market segmentation? Explain the different ways of segmenting the pharmaceutical market with examples.
11. Discuss the steps involved in new product development.
12. Define product. Explain various product levels with examples.
13. What is Product Life cycle? Explain the different stages of Product life cycle.
14. What is new product? Explain different stages of new product development.
15. What do you mean by NPD and PLC? Explain in detail the life cycle of a pharmaceutical product.
16. Discuss the stages involved in "New product Development".
17. Explain various product levels with examples. Define brand. Write about various types of brands.
18. Define Branding? Explain the different types of branding with suitable example.
19. What do you mean by product life cycle? Explain in detail the life cycle of a Pharmaceutical product.
20. Differentiate between wholesaler and retailer in selling of pharmaceutical product.
21. Explain in details the duties, selection, and training of PSR in pharmaceutical marketing.
22. What are different channels of distribution? Explain in detail various factors influencing the choice of channel of distribution of Pharmaceutical product.
23. What is detailing? Explain the purpose of detailing, duties, selection, training, compensation and prospects of PSR.

24. What are different channels of distribution? Differentiate between wholesaler and retailer in selling of pharmaceutical product
25. Explain in details the duties, selection, and training of PSR in pharmaceutical marketing.
26. Differentiate between wholesaler and retailer in the pharmaceutical product. What are the functions of a wholesaler in pharmaceutical distribution channels?
27. Explain in detail the duties of PSR in promoting pharmaceutical products.

Short Essays (5 marks) and Short Answers (2 Marks)

Unit I Marketing and Pharmaceutical market Short ESSAYS (5 marks)

1. Explain primary and secondary sources of market research.
2. Discuss briefly the prescribing habits of a physician.
3. Distinguish between marketing & selling?
4. Discuss briefly socio-psychological characteristics of the consumer.
5. Define Market research? Explain its significance in detail.
6. Briefly explain the factors that contribute to the patient's choice of a physician.
7. Explain the role of market research in pharmaceutical Marketing.
8. Explain the factors motivating the physicians in prescribing medicines.
9. Explain the public relation in pharmaceutical marketing.
10. Write a note on pharmaceutical market segmentation.
11. Explain factors influencing Physician prescribing habits of Physician.
12. Explain its nature and scope of pharmaceutical marketing.
13. Write a note on criteria pharmaceutical market segmentation.
14. Explain role of market research.
15. Explain in detail Global Marketing of Pharmaceutical Products.
16. What is marketing mix? Write its important elements.
17. How do socio-psychological characteristics of consumer's influence market segmentation?
18. Briefly Explain the factors that contribute to a patient's choice of a physician.
19. Briefly explain the stages involved in market research.
20. What are the 4 Ps of marketing? Add a brief note on them.

Short Answers (2 Marks)

21. What are the of advantages of market segmentation?
22. What are the main roles of market research.
23. What are the major obstacles to target the Rural Market.
24. Differentiate "Marketing" and "Market".
25. Define needs, wants and demands.
26. What are the 4 P's of marketing?
27. Define the terms marketing and selling.
28. Write briefly about the patient choice of retail pharmacist.
29. Write a short note about current scenario of Indian pharmaceutical markets.
30. Define needs, wants and demands.
31. Differentiate between marketing and selling.
32. Difference between Marketing and selling?
33. What are the problems in rural Marketing?

Unit II: Product decision: Short ESSAYS (5 marks)

1. Explain strategies used during introductory stage of PLC.
2. Explain the different stages of PLC.
3. Define Branding? Explain different types of brand.
4. What are the effects of different elements of marketing mix on different stages of PLC?
5. Explain in detail product differentiation.
6. Discuss about stages of PLC.
7. Explain Product branding.
8. What is the importance of new product decisions?

Short Answers (2 Marks)

9. What are me too products?
10. Discuss the primary role of Product Management in the pharmaceutical industry.
11. What are augmented products?
12. Significance of product modification.
13. Define Branding.
14. What is the difference between augmented product and potential Product?
15. List out the objectives of product planning in pharmaceuticals.
16. Write two differences between generic and branded pharma products.
17. What is product mix?
18. What are me-too products?
19. Define brand.
20. What is test marketing?
21. Write about the elements of marketing mix.
22. Write the significance product modification.
23. What are me too products?
24. What are the advantages of branding?
25. What do you mean by product differentiation ?
26. Write the elements of product mix.
27. What are Potential and augmented products?
28. Differentiate between product line and product mix.

UNIT-III : Promotion: Short ESSAYS (5 marks)

1. Write a note on advertising and publicity as elements of promotion.
2. Discuss the promotional strategies for OTC Products.
3. What are the different ways of promotions of pharmaceutical product.
4. Write a note on any two non personnel methods of promoting pharmaceutical products.
5. Explain the various promotional techniques for OTC Products.
6. Define Promotion? What are the objectives and needs for sales promotion?
7. Define Advertisement? Explain in detail the different ways of promotion of the pharmaceutical product.
8. Discuss different online promotional techniques for OTC Products?
9. Define advertisement? What are the functions of Advertisement?
10. What are OTC products? How promotions of OTC products are done?

11. Explain about Different promotional techniques for Pharma products.
12. Define Advertisement? Explain in detail the functions of advertisement?
13. What different online promotional techniques for OTC Products?
14. Discuss about packaging and labeling decisions.
15. What are the determinants of promotional mix?
16. Explain the different promotion techniques for OTC products.
17. Write a note on advertising and publicity as elements of promotion.
18. Write a note on advertising and publicity as elements of promotion.
19. Enumerate the determinants of promotional Mix.
20. Explain importance of communication in detailing.
21. Define Advertisement and explain different medias of advertisement.
22. Enumerate the different ways of promotions of pharmaceutical product.
23. Write a note on advertising and publicity as elements of promotion.
24. Explain the different types of Advertisement.
25. What are the factors considered for deciding the promotional budget?
26. What are OTC Products? Why are they considered separately for promotion?

Short Answers (2 Marks)

27. What are online promotional techniques for OTC products?
28. What are the advantages of medical exhibition.
29. Define Advertisement.
30. What are the sources of product information?
31. Discuss the significance of Sampling in promotions.
32. Window display promotion.
33. Significance of medical exhibition.
34. What do you mean by medical exhibition?
35. Write the importance of medical exhibition.
36. State the objectives of promotion.
37. Write about the importance of medical exhibition in pharmaceutical marketing.
38. What are online promotional techniques for OTC products?
39. Write the elements of promotional mix.
40. Write a note on medical exhibition

UNIT-IV: Pharmaceutical marketing channels: Professional sales representative (PSR): Short ESSAYS (5 marks)

1. Write role of hospital pharmacy as a retail outlet.
2. What are basis for selection of channels of distribution?
3. Discuss the objectives and needs of detailing?
4. Explain the functions of pharma retailers.
5. Pharma distribution networks involving different channels and partners.
6. Discuss on personnel selling pharmaceutical products?
7. Mention the advantages and disadvantages of a wholesaler in distribution of pharmaceutical product.
8. Discuss the role of retailers in distribution of pharmaceutical products
9. Define communication and explain the process of communication.
10. What are the functions of Retailers in pharmaceutical distribution channels?

11. Explain the factors that are considered in selection of PSR.
12. Write a note on selection and duties of a professional sales representative.
13. Write a note of training and compensation of PSR.
14. How is a retail pharmacist important as a source of information in marketing?

Short Answers 2 marks

15. What are the reasons responsible for a channel conflict?
16. What are objectives of Physical Distribution?
17. Classify Wholesaler.
18. How C & F agents different from wholesaler.
19. What are Advantages of training of PSR?
20. Explain Hospital Pharmacy as retail Outlet.
21. List out four functions of Wholesaler.
22. What is place Mix?
23. Advantages of Wholesalers.
24. Differentiate between stockist and C & F agent.
25. What are the sources of information to the physician?
26. Define motivation.
27. What are the reasons responsible for a channel conflict?
28. Write any two types Channels of distribution.
29. Define OTC concept.
30. Classify retailers.
31. Write any two services provided by retail pharmacy.
32. What are the future prospects of a PSR?
33. List out functions of C and F agents.
34. What are the advantages of wholesalers?
35. How is C&F agents different from wholesalers?
36. What are the advantages of chain pharmacies?
37. Define Motivation?
38. List the different members in pharmaceutical distribution channels.
39. Write about the future of PSR.
40. What are the advantages of chain pharmacies?
41. Mention two services of wholesaler to the manufacture.
42. Define Personnel Selling?
43. What is the role of Wholesalers in distribution?
44. Advantages of Hospital pharmacy as a retail outlet?

UNIT-V Pricing and Emerging concepts in marketing Short ESSAYS (5 marks)

1. What are the factors to be considered in pricing of pharmaceutical products?
2. Explain how companies compete through R&D and product quality?
3. Write objective and contents of Drug Price Control Order 2013.
4. What are advantages and disadvantages of Non-Price competition?
5. Describe different pricing strategies practiced by pharmaceutical Industry.
6. Discuss the various functions of NPPA (National Pharmaceutical Pricing Authority).
7. Write the objectives and importance of DPCO.
8. What are the non-pricing strategies adopted by pharmaceutical industries?

9. Write the objectives and importance of NPPA.
10. Describe the different strategies of pricing.
11. Discuss the methods of non-price competition.
12. Write the functions of DPCO.
13. Discuss the different pricing strategies of pharmaceutical products.
14. Describe the different strategies of pricing.
15. Discuss the methods of non-pricing competition.
16. Discuss about vertical and Horizontal Marketing.
17. What are the factors that shall be considered in the product pricing of pharmaceutical products?
18. Explain cost based and competition based pricing.
19. Discuss various issues in price management of pharmaceutical product.
20. Describe the strategies in Pharmaceutical Pricing.
21. Explain Role of NPPA in making affordable Pharmaceuticals?

Short Answers (2 Marks)

22. List out four methods of Pricing approaches.
23. List out any two differences between Vertical and Horizontal Marketing.
24. What are the strategies involved in pharmaceutical global marketing.
25. Define Vertical Marketing system.
26. Define Rate contract.
27. What is Horizontal Marketing?
28. Write the objective and scope of industrial Marketing.
29. What do you mean by tender pricing?
30. Write about basics involved in calculation of MRP.
31. Functions of NPPA.
32. Define vertical marketing.
33. What is global pharmaceutical marketing?
34. What is vertical marketing?
35. What is NPPA?
36. Mention the qualities of a successful entrepreneur.
37. What is the role of NPPA?
38. What is DPCO?
39. Mention two services of NPPA.
40. What is the role of DPCO?
41. Enlist the basis of pricing.
42. Write the role of NPPA.
43. Mention the methods of non-price competition.
44. Explain Horizontal Marketing.