

# International Islamic University Chittagong

## Department of Pharmacy

B.Sc. (Pharm.) Program

Final Examination

Spring Semester 2018

Code: Pharm-4707

Course Title: **Pharmaceutical Marketing and Management**

Duration: 30 minutes

Full Marks: 50

*Answers of separate groups should be given in separate scripts. Figures on right margin indicate marks)*

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**Group A** (Answer any two questions from the followings) **Marks: 20**

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- Construct a product life cycle for new product marketing. 4
- Product can be differentiated by potentiality" Justify it. 4
- Define market myopia. 2
- Build your idea about the quality of a successful salesman. 4
- Generalize the psychology of advertisement. 3
- Compare between publicity and public relation. 3
- Suppose a renowned pharmaceutical company per tablet price 6 Tk, fixed cost 300000 and expected unit sales 200000 tablets. Calculate the mark up price and target return price. 4
- Describe the marketing ethics for distribution of sales. 4
- Differentiate between products and services. 2

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**Group B** (Answer any three questions from the followings) **Marks: 30**

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- Define material management. What are the objectives of material management? 3
- What effective functions of material management is required to maintain the quality of the product. 4
- How material management does regulate the whole manufacturing system? 3
- How do we minimize materials cost through proper inventory control system. 3
- Explain the symptoms of poor inventory control system. 2
- If a manufacturer purchase Ciprofloxacin and Starch, considering the value of the mentioned materials answer the following questions. 5
  - i) How do you apply ABC, SDE, VED and FSN analysis for Ciprofloxacin and Starch?
  - ii) Which situation is applicable for warehousing Ciprofloxacin and Starch?
- Define purchasing. What are the functions of purchasing? 4
- How do costs reduce through dynamic purchasing? 3
- Illustrate the advantages and disadvantages of centralization purchasing and decentralization of purchasing. 3
- Define supply chain management? Illustrate the objectives of supply chain management. 4
- Illustrate the fundamental principles of supply chain management system. 4
- How dynamic supply chain management systems affect manufacturing and production planning? 2