



# International Islamic University Chittagong

## Department of Pharmacy

B.Pharm (Hons) Program  
Course Code: **Pharm- 4811**  
Time: 2 hours 30 minutes

Final Exam  
Course Title: **Pharmaceutical Marketing and Management**

Autumn 2021

Full Marks: 50

*(Answer of separate groups should be given in separate script. Figures in right margin indicate marks)*

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

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1. a) What do you mean by market promotion? Highlight the main objectives of market promotion. 5
- b) Illustrate the professional approach of market promotion. 5
2. a) Identify the factors which affect the internal pricing strategy. 4
- b) Calculate the price of a drug product using 'mark-up pricing'. 3
- c) Point out some strategy of a new product on mix pricing policy. 3
3. a) Appraise the marketing ethics is important for distribution of sales. 4
- b) A renowned pharmaceutical company invested one million taka to prepare the anticancer tablet (methotrexate) for which the variable cost was 10 taka, fixed cost was 350000 taka, expected unit sales 200000 tablets and 20% markup & return on sales respectively. Calculate the tablet unit cost; mark up price and target return price on sales. 4
- c) Define AIDA model? 2

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

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4. a) Inventory control is essential for proper management-why? Enumerate some merits and demerits on inventory control. 2+3
- b) Briefly describe the basic method of stock control. 5
5. a) Sketch the cycle view of supply chain management. 2
- b) Extract the conflicting objectives of the supply chain management. 4
- c) Write down the seven supply chain principles as articulated by Anderson Consulting. 4
6. a) Categorize five different material inventories with example. 3
- b) Summarize the objectives and functions of inventory control. 4
- c) Identify the symptoms of poor inventory management. 3
7. a) Define purchasing. Note down the benefits of dynamic purchasing. 1+3
- b) Evaluate the functions of purchasing department of a pharmaceutical industry. 4
- c) What are the differences between centralization and decentralization of purchasing? 2