

Time: 3 Hours

Total Marks: 80

N.B. (1) Attempt all questions.

- Q. 1. Answer the Following: (14)**
- a) Explain the Marketing mix (2)
 - b) Draw a neat labelled diagram and show the different stages of the Product Life Cycle. (3)
 - c) Define Brand, Branding & Brand Plan (3)
 - d) Define WHO. State it's Objectives (2)
 - e) Define Financial Management. (1)
 - f) Explain Generic, control drugs and OTC drugs. (3)
- Q. 2. a) Write a short note on Six Sigma (3)
b) Explain the BCG matrix (4)
c) Write a short note on Segmentation (4)
- Q. 3. a) Explain the SWOT analysis of Pharma Industry. (4)
b) Explain Components of Balance Sheet in detail (4)
c) Explain challenges and advantage of Pharma. Industry in India. (3)
- Q. 4. a) Explain the Major players in Pharma Industry (4)
b) Explain in detail new product development cycle (4)
c) Explain the brief brand plan. (3)
- Q. 5. a) Explain Product Positioning. (4)
b) Explain Porter's 5 Force Model (4)
c) Explain the meaning of DPCO and its role (3)
- Q. 6. a) Write a short note on Motivation & leadership (4)
b) Write a short note on Stress management. (4)
c) Explain the skills required in an interview. (3)
- Q. 7. a) What is Conflict? Explain strategies to manage conflict. (4)
b) Write a short note on Product Cost (3)
c) Explain in brief Prefect & Imperfect Market (4)
