

[Time: 3 Hrs]

[Marks: 70]

Please check whether you have got the right question paper.

- N.B:**
1. Question No.1 is compulsory
 2. Attempt any five questions from remaining six questions
 3. Attempt in all six questions

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| Q. 1 | Answer the following questions | (15) |
| | (a) Draw performa of balance sheet | 2 |
| | (b) Explain Marketing Mix | 2 |
| | (c) Explain the term motivation | 2 |
| | (d) Explain Generics and Branded products with examples | 2 |
| | (e) Draw and explain PLC | 2 |
| | (f) Explain basic elements of Brand Plan | 3 |
| | (g) Give examples of Patentable and Non-patentable goods | 2 |
| Q. 2 | (a) Explain the importance of Packaging in Pharmaceutical industry | 4 |
| | (b) Explain Demographic segmentation with examples | 4 |
| | (c) Write a short note on Porters Five force model | 3 |
| Q. 3 | (a) Explain Market various promotion schemes | 4 |
| | (b) Explain Role of Retailer | 4 |
| | (c) Write a short note on SWOT Analysis | 3 |
| Q. 4 | (a) Explain importance of positioning of products from Pharmaceutical industry | 4 |
| | (b) Differentiate between Branded and Generic products | 4 |
| | (c) Write a short note on Stress management | 3 |
| Q. 5 | (a) Explain dos and don'ts of resume making | 4 |
| | (b) Explain different working style of acute, chronic and OTC Segment | 4 |
| | (c) Write a short note on NGO. | 3 |
| Q. 6 | (a) Explain the concept of Six sigma | 4 |
| | (b) Write note on Delegation | 4 |
| | (c) Write a short note on FDA regulations | 3 |
| Q. 7 | (a) Explain Indian Pharmaceutical industry as career option | 4 |
| | (b) Explain Patent registration | 4 |
| | (c) Write a short note on Stress management | 3 |
