



# THE AMERICAN COLLEGE, MADURAI

(An Autonomous Institution Affiliated to Madurai Kamaraj University)

Re-accredited (2<sup>nd</sup> Cycle) by NAAC with Grade "A", CGPA – 3.46 on a 4-point scale

## Backlog Arrear Examination, March 2021

**BCH 3230**

**Pharma Marketing**

**Max Marks: 75**

**Time: 3 Hrs.**

**Answer any FIVE questions each not exceeding 4 pages:**

**(5 x 15 = 75)**

1. Explain any 5 factors that affect the absorption of drugs
2. Define Platelets. Write on any 7 functions of blood.
3. Give a detailed account on any 5 intellectual property rights
4. Explain any 5 role of representatives in pharma marketing.
5. Describe in detail the structure of heart with a neat diagram.
6. Write on any 5 factors that affect the absorption of drugs.
7. What is marketing? Write on the 4 P's of marketing.