UNIVERSITI KUALA LUMPUR
ROYAL COLLEGE OF MEDICINE PERAK

FINAL EXAMINATION
MARCH 2026 SEMESTER

COURSE CODE	:	RCB31003
COURSE NAME	:	PHARMACEUTICAL MARKETING
PROGRAMME NAME	:	BACHELOR IN PHARMACEUTICAL TECHNOLOGY (HONOURS)
DATE	:	29 JUNE 2026
TIME	:	2.30 PM – 4.30 PM
DURATION	:	2 HOURS

INSTRUCTIONS TO CANDIDATES

1. Please read CAREFULLY the instructions given in the question paper.
2. This question paper has information printed on both sides of the paper.
3. This question paper consists of TWO (2) sections; Section A and Section B.
4. Answer ALL questions in Section A. For Section B, answer THREE (3) questions WITH AT LEAST ONE (1) question from question 3 or question 4.
5. Please write your answers on the OMR answer script and answer booklet provided.
6. Answer all questions in English language ONLY.

THERE ARE 10 PAGES OF QUESTIONS, EXCLUDING THIS PAGE.

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SECTION A (Total: 40 marks)

I) MULTIPLE CHOICE QUESTIONS (20 marks)

INSTRUCTION: Answer ALL questions.

Use the OMR sheet provided.

1. Select the **CORRECT** statements regarding the role of marketing in creating customer value.

   I. Marketing focuses only on delivering products rather than building relationships.

   II. Customer value is achieved through creating and delivering superior benefits.

   III. Marketing includes managing profitable customer relationships.

   IV. Exchange must always occur for marketing to take place.

   A. I and IV

   B. II and III

   C. I, II, and III

   D. II, III, and IV

   E. I, II, III, and IV

2. Choose the **CORRECT** statements regarding the marketing mix (4Ps) in pharmaceutical marketing.

   I. Product may include services, ideas, or physical goods.

   II. Price represents only production cost without customer consideration.

   III. Place refers to distribution channels including supply chain systems.

   IV. Promotion excludes personal selling and public relations.

   A. I and III

   B. I and IV

   C. III and IV

   D. II, III, and IV

   E. I, II, III, and IV

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3. Select the **CORRECT** statements regarding the conditions and limitations of exchange.

I. Exchange requires communication between involved parties.
II. Exchange is guaranteed once all conditions are fulfilled.
III. Exchange requires something of value from each party.
IV. Marketing activities only occur after exchange is completed.

A. I and II
B. I and III
C. II and III
D. II, III, and IV
E. I, II, III, and IV

4. Choose the **CORRECT** statements regarding pharmaceutical marketing characteristics.

I. Patients are the sole decision-makers in purchasing prescription drugs.
II. Physicians have authorization power influencing drug utilization.
III. Regulatory requirements must be fulfilled prior to product marketing.
IV. Pharmaceutical products do not require transaction documentation.

A. I and II
B. I and IV
C. II and III
D. I, II, and III
E. I, II, III, and IV

5. Select the **CORRECT** statements regarding demand and value analysis in marketing decision-making.

I. Demand exists only when a want is supported by purchasing power.
II. Value increases when actual benefits exceed actual costs.
III. Consumers evaluate alternatives based on perceived value.
IV. Equal benefit and cost result in moderate value.

A. I and II
B. II and III
C. III and IV
D. I, II, and III
E. I, II, III, and IV

PAST YEAR QUESTION UniKL RCMP

6. Choose the **CORRECT** terms for 'demands' in the marketing process.
   A. The essential needs such as desire or social belonging.
   B. The needs that have grown into specific desires.
   C. The ability and willingness to pay for a product or service.
   D. The perceived benefits of a product over its cost.
   E. The physiological needs like food and water.

7. Select the **CORRECT** reason for conducting market segmentation.
   A. It reduces the number of product variations for better effectiveness.
   B. It makes marketing efforts more general and broader for better effectiveness.
   C. It focuses marketing strategies on specific target groups for better effectiveness.
   D. It eliminates competition entirely for better effectiveness.
   E. It increases production costs across the board for better effectiveness.

8. Which category of variables is used for segmenting a market based on 'Purchasing Purpose'.
   A. Demographic
   B. Geographic
   C. Psychographic
   D. Behavioral
   E. Socioeconomic

9. Select the **CORRECT** final step intended to capture value from customers in the five-step marketing process.
   A. Capture value from design a customer-driven marketing strategy.
   B. Capture value from profitable relationships and create customer delight.
   C. Capture value from understanding the marketplace and customer needs.
   D. Capture value from customers to create profit and customer equity.
   E. Capture value from constructing an integrated marketing program.

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10. According to the "Measurable" requirement, which of the following customer characteristics can be easily measured?

I. Age
II. Gender
III. Beliefs
IV. Income

A. I and IV
B. II and III
C. I, II, and IV
D. II, III, and IV
E. I, II, III, and IV

11. Choose the **CORRECT** statements regarding price elasticity of demand in pharmaceuticals.

I. It describes the relationship between changes in price and quantity demanded.
II. Positive price elasticity of demand is common in most products.
III. Small change in price does not affect the demand.
IV. Availability of alternative drug products increases elasticity.

A. I and II
B. I and IV
C. II and IV
D. II, III, and IV
E. I, II, III, and IV

12. Select the **CORRECT** statements regarding international price referencing in pharmaceutical pricing.

I. International price referencing originated as a legal policy in Asia.
II. Prices are set or adjusted based on prices in other countries.
III. Canada sets prices higher than all comparator countries.
IV. Japan may revise prices upward or downward based on reference country comparisons.

A. I and II
B. I and III
C. II and IV
D. II, III, and IV
E. I, II, III, and IV

PAST YEAR QUESTION UniKL RCMP

13. Choose the **CORRECT** statements regarding procurement of pharmaceutical products in Malaysia.

I. Government may invite suppliers to submit quotations.
II. Open tender guarantees automatic award to a concession company.
III. International tender may be used if local suppliers are unavailable.
IV. Only two procurement methods exist in Malaysia.

A. I and II
B. I and III
C. I, II, and III
D. II, III, and IV
E. I, II, III, and IV

14. Select the **CORRECT** statements regarding factors influencing a payer's decision-making in purchasing pharmaceutical products.

I. Clinical effectiveness is a key consideration in evaluating pharmaceutical products.
II. Medical need of the target population influences reimbursement decisions.
III. Marketing attractiveness is a primary determinant in payer approval.
IV. Economic impact such as cost-effectiveness affects purchasing decisions.

A. I and II
B. II and III
C. III and IV
D. I, II, and III
E. I, II, and IV

15. Identify the **CORRECT** factors that influence purchasing behavior.

I. Unique value
II. Switch cost
III. Genetic
IV. Expenditure

A. I and II
B. I and III
C. II and IV
D. I, II, and IV
E. II, III, and IV

16. According to the ethical standards, drug promotion is only performed by _____.

A. direct-to-consumer advertising agencies-change option to focus by not for
B. store-level leadership and the corresponding retail workforce
C. researchers of the marketing discipline within established business institutions
D. healthcare professionals who are qualified to prescribe and sell medicinal products
E. insurance companies and government policy makers.

17. Which of the following is an ethical requirement for pharmaceutical companies when providing data on their products?

A. Data must be biased toward positive clinical outcomes.
B. Data must be accurate, balanced, and scientifically valid.
C. Data should only be shared if requested by a legal order.
D. Data must prioritize marketing appeal over clinical risks.
E. Data should be kept confidential from healthcare professionals.

18. Choose the type of advertisements supported by Canadian legislation to public.

I. Reminder advertisement that contains brand name without mentioning health claims.
II. Medicines for diabetes and other metabolic diseases.
III. Disease-oriented advertisement which discusses a specific condition.
IV. Medicines for tuberculosis.

A. I and II
B. I and III
C. II and III
D. III and IV
E. I, III, and IV

19. A pharmaceutical organization that acts responsibly with its marketing activities will build _____.

A. less experience in consumer trust
B. more trust for those who seek out for its products and services
C. force to increase the price of their drugs
D. stricter legal sanctions than irresponsible companies
E. barrier for conducting further scientific research

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20. Which countries allow direct-to-consumer advertising of prescription drugs?

A. European Union countries
B. United States and New Zealand
C. Canada
D. Asian countries
E. Middle East countries

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II) SHORT ANSWER QUESTIONS (20 marks)

INSTRUCTION: Answer ALL questions in the answer booklet provided.

Each question carries TWO (2) marks.

1. List **TWO (2)** components in the pharmaceutical product supply chain.

2. State **TWO (2)** bases of market segmentation in the Segmentation, Targeting, and Positioning model.

3. List **TWO (2)** characteristics of pharmaceutical marketing in the 1700s.

4. State **TWO (2)** characteristics of internet-based pharmaceutical marketing in the 21st century.

5. State **TWO (2)** roles of personal selling in traditional pharmaceutical marketing.

6. Define marketing environment according to Philip Kotler.

7. State the difference between "Wants" and "Demands".

8. State **TWO (2)** importance of market segment.

9. State **FOUR (4)** behavioral segmentation variables.

10. State **ONE (1)** strength and weakness of customer relationship management, respectively.

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SECTION B: MODIFIED ESSAY QUESTIONS (Total: 60 marks)

INSTRUCTION: This section consists of FOUR (4) questions.
You are required to answer THREE (3) questions in the answer booklet provided.
Question 1 and 2 are COMPULSORY.
Answer EITHER Question 3 OR 4.

Question 1

(a) Illustrate and explain the unique purchasing model in pharmaceutical product pricing and the relationships between the parties involved.

(10 marks)

(b) Outline **FIVE (5)** regulatory conditions that must be fulfilled when distributing free drug samples to healthcare professionals.

(5 marks)

(c) Outline **FIVE (5)** compulsory elements that must be included in any advertisement for a pharmaceutical product directed at the general public.

(5 marks)

Question 2

(a) Explain the role of Regulatory Affairs in ensuring compliance throughout the pharmaceutical product lifecycle in Malaysia.

(10 marks)

(b) Explain **FIVE (5)** service needs that customers expect when interacting with a pharmaceutical company or healthcare provider.

(5 marks)

(c) Explain **FIVE (5)** reasons why generic medicines cost considerably less than brand-name drugs.

(5 marks)

PAST YEAR QUESTION UniKL RCMP

Question 3

(a) Explain the key challenges in pharmaceutical marketing under regulatory requirements and constraints.

(10 marks)

(b) Explain the classification of product recalls by degree and level.

(10 marks)

Question 4

(a) Explain online marketing trends in the pharmaceutical industry focusing on value proposition and customer targeting, then provide **TWO (2)** examples.

(10 marks)

(b) Explain the role of Enterprise Resource Planning (ERP) systems in managing supply chain operations within pharmaceutical information management.

(10 marks)

END OF EXAMINATION PAPER

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