# CHAPTER 6: APPENDICES

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<th>Page No.</th>
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</tbody>
</table>
APPENDIX: B QUESTIONNAIRE FOR DOCTORS

Declaration by the Researcher- Dear Sir / Madam, I assure you that the information shared by you will be strictly kept confidential & anonymous. It will be used for the research purpose only.

1. Personal Details:

<table>
<thead>
<tr>
<th>Gender:</th>
<th>Qualification:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male / Female</td>
<td>G. P./ Consultant</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Speciality:</th>
<th>Broad Category:</th>
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<tbody>
<tr>
<td>G. P. / Consultant</td>
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</table>

<table>
<thead>
<tr>
<th>Experience:</th>
<th>Average no. of Patients/Day:</th>
</tr>
</thead>
<tbody>
<tr>
<td>_____ Years</td>
<td></td>
</tr>
</tbody>
</table>

2. Which of the following promotional tools were offered to you by pharma companies from 2001 to 2010? (Tick on appropriate choices, specify change, if any, & also give your liking scores)

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Name of the Promotional Tools</th>
<th>Offered in the last decade</th>
<th>Change: Increase ↑ Decrease ↓ Constant --</th>
<th>Degree of liking: (1-Disliked to 5-Most liked)</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Regular MR Visit</td>
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</tr>
<tr>
<td>2</td>
<td>Visual Aid Detailing</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Physicians’ Samples</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Product Literatures / Updates/ Monographs</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Patient Education Booklets</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Medical Books &amp; Journals</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>7</td>
<td>Medical Equipment as Gifts</td>
<td></td>
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<tr>
<td>8</td>
<td>Low Value Gifts (Value &lt; Rs.500)</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>9</td>
<td>High Value Gifts (Value &gt; Rs.500)</td>
<td></td>
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<td>10</td>
<td>National Conference Sponsorships</td>
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</tr>
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<td>11</td>
<td>International Conference Sponsorships</td>
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<td></td>
</tr>
<tr>
<td>12</td>
<td>Sponsored Family Tours</td>
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</tr>
<tr>
<td>13</td>
<td>Clinical Trial / Consultancy Honorarium</td>
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</tr>
<tr>
<td>14</td>
<td>Other Emoluments (Cards / Vouchers, etc.)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>Small Group Meetings</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>16</td>
<td>Continued Medical Education (CME)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>Special Activities (Birthday / Anniversary)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>Advertisements thro’ Mails/ SMS/ Websites</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>Media Publicity Activities</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

3. Which new brand promotional tools do you expect from pharma companies?

i) ______________________________________ ii) ____________________________________

4. What changes you have noticed in the marketing scenario of prescription-based medicines in the last decade from the following:

a. Change in number of pharmaceutical companies?
   (1) Considerable Increase, (2) Moderate Increase, (3) Slight Increase, (4) No Change, (5) Slight Decrease, (6) Moderate Decrease, (7) Considerable Decrease

b. Change in number of divisions of pharma companies?
   (1) Considerable Increase, (2) Moderate Increase, (3) Slight Increase, (4) No Change, (5) Slight Decrease, (6) Moderate Decrease, (7) Considerable Decrease
c. Change in number of small or local pharma companies?
   (1) Considerable Increase, (2) Moderate Increase, (3) Slight Increase, (4) No Change, (5) Slight Decrease, (6) Moderate Decrease, (7) Considerable Decrease

d. Change in extent of competition among pharma companies?
   (1) Considerable Increase, (2) Moderate Increase, (3) Slight Increase, (4) No Change, (5) Slight Decrease, (6) Moderate Decrease, (7) Considerable Decrease

e. Change in frequency of launching new products by pharma companies?
   (1) Considerable Increase, (2) Moderate Increase, (3) Slight Increase, (4) No Change, (5) Slight Decrease, (6) Moderate Decrease, (7) Considerable Decrease

f. Change in prices of medicines?
   (1) Considerable Increase, (2) Moderate Increase, (3) Slight Increase, (4) No Change, (5) Slight Decrease, (6) Moderate Decrease, (7) Considerable Decrease

g. Change in availability of medicines at Chemist's shops?
   (1) Considerable Improvement, (2) Moderate Improvement, (3) Slight Improvement, (4) No Change, (5) Slight Decline, (6) Moderate Decline, (7) Considerable Decline

h. Change in quality of medicines?
   (1) Considerable Improvement, (2) Moderate Improvement, (3) Slight Improvement, (4) No Change, (5) Slight Decline, (6) Moderate Decline, (7) Considerable Decline

i. Change in packaging of Medicines?
   (1) Considerable Improvement, (2) Moderate Improvement, (3) Slight Improvement, (4) No Change, (5) Slight Decline, (6) Moderate Decline, (7) Considerable Decline

j. Change in dosage convenience of patients?
   (1) Considerable Improvement, (2) Moderate Improvement, (3) Slight Improvement, (4) No Change, (5) Slight Decline, (6) Moderate Decline, (7) Considerable Decline

k. Change in Patient's compliance?
   (1) Considerable Improvement, (2) Moderate Improvement, (3) Slight Improvement, (4) No Change, (5) Slight Decline, (6) Moderate Decline, (7) Considerable Decline

l. Change in services to Patients by pharma companies like free check-ups & camps?
   (1) Considerable Improvement, (2) Moderate Improvement, (3) Slight Improvement, (4) No Change, (5) Slight Decline, (6) Moderate Decline, (7) Considerable Decline

m. Change in Patients' awareness about different diseases & their medications?
   (1) Considerable Improvement, (2) Moderate Improvement, (3) Slight Improvement, (4) No Change, (5) Slight Decline, (6) Moderate Decline, (7) Considerable Decline

n. Change in marketing strategies implemented by pharma companies?
   (1) Considerable Improvement, (2) Moderate Improvement, (3) Slight Improvement, (4) No Change, (5) Slight Decline, (6) Moderate Decline, (7) Considerable Decline

o. Change in marketing communication messages designed by pharma companies?
   (1) Considerable Improvement, (2) Moderate Improvement, (3) Slight Improvement, (4) No Change, (5) Slight Decline, (6) Moderate Decline, (7) Considerable Decline
p. Change in quality of brand promotional tools offered by pharma companies?
   (1) Considerable Improvement, (2) Moderate Improvement, (3) Slight Improvement,
   (4) No Change, (5) Slight Decline, (6) Moderate Decline (7) Considerable Decline

q. Change in novelty of brand promotional tools offered by pharma companies?
   (1) Considerable Improvement, (2) Moderate Improvement, (3) Slight Improvement,
   (4) No Change, (5) Slight Decline, (6) Moderate Decline (7) Considerable Decline

r. Change in pharma marketing approach from ethical to unethical?
   (1) Considerable Increase, (2) Moderate Increase, (3) Slight Increase, (4) No Change,
   (5) Slight Decrease, (6) Moderate Decrease, (7) Considerable Decrease

5. Please mention two positive and two negative changes in the pharma marketing scenario:
   a. Positive-i) _____________________________________________________________
      ii) _____________________________________________________________
   b. Negative-i) ___________________________________________________________
      ii) _____________________________________________________________

6. Whether changing marketing scenario in prescription-based medicines have caused-
   a. An impact on number of substitutes available for you to prescribe?
      (1) Considerable Increase, (2) Moderate Increase, (3) Slight Increase, (4) No Change,
      (5) Slight Decrease, (6) Moderate Decrease, (7) Considerable Decrease
   b. An impact on your time spent for counseling patients?
      (1) Considerable Increase, (2) Moderate Increase, (3) Slight Increase, (4) No Change,
      (5) Slight Decrease, (6) Moderate Decrease, (7) Considerable Decrease
   c. An impact on cure rate of your patients?
      (1) Considerable Improvement, (2) Moderate Improvement, (3) Slight Improvement,
      (4) No Change, (5) Slight Decline, (6) Moderate Decline (7) Considerable Decline
   d. An impact on average number of patients checked by you daily?
      (1) Considerable Increase, (2) Moderate Increase, (3) Slight Increase, (4) No Change,
      (5) Slight Decrease, (6) Moderate Decrease, (7) Considerable Decrease
   e. An impact on your knowledge updates status?
      (1) Considerable Improvement, (2) Moderate Improvement, (3) Slight Improvement,
      (4) No Change, (5) Slight Decline, (6) Moderate Decline (7) Considerable Decline
   f. An impact on number of Medical Representatives and Managers?
      (1) Considerable Increase, (2) Moderate Increase, (3) Slight Increase, (4) No Change,
      (5) Slight Decrease, (6) Moderate Decrease, (7) Considerable Decrease
   g. An impact on business expectations by MR’s & Managers from you?
      (1) Considerable Increase, (2) Moderate Increase, (3) Slight Increase, (4) No Change,
      (5) Slight Decrease, (6) Moderate Decrease, (7) Considerable Decrease
   h. An impact on your relationships with MR’s & Managers?
      From: Personal / Professional / Commercial →To: Personal / Professional / Commercial
i. An impact on frequency of shifting companies by MR’s & Managers?
   (1) Considerable Increase, (2) Moderate Increase, (3) Slight Increase, (4) No Change,
   (5) Slight Decrease, (6) Moderate Decrease, (7) Considerable Decrease

j. An impact on overall quality (knowledge & skills) of MR’s?
   (1) Considerable Improvement, (2) Moderate Improvement, (3) Slight Improvement,
   (4) No Change, (5) Slight Decline, (6) Moderate Decline, (7) Considerable Decline

7. Are you satisfied with the changing marketing trends in prescription-based medicines in
   Ahmednagar district?
   (1) Highly Dissatisfied, (2) Dissatisfied, (3) Slightly Dissatisfied, (4) Neutral, (5) Slightly Satisfied,
   (6) Satisfied, (7) Highly Satisfied,

8. What are your expectations from pharma companies to improve their business?
   a) Do’s: i) ________________________________________________________________
      ii) ________________________________________________________________
   b) Don’ts: i) ____________________________________________________________
      ii) ________________________________________________________________

9. Rate the factors considered by you while prescribing any medicine brand to your Patients?

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Brand selection factors considered</th>
<th>Rating Scale:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Better Quality</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Better Results</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Low Price</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Free Samples</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Good Brand Reminders / Gifts</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Easy Availability</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Regular MR Visit</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Company Reputation</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Free Medical Check-ups / Camps</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Sponsorships (Conference &amp; other)</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Other Emoluments / Benefits</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Easy to Recall Brand Name</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Rapport with MR / Manager</td>
<td></td>
</tr>
</tbody>
</table>

10. Considering the past and present marketing trends, what are your predictions about future
    marketing trends of pharma companies selling prescription-based medicines?
    i) ________________________________________________________________
    ii) ________________________________________________________________

   ■ Thank You!!
Appendix: C Questionnaire for Chemists

Declaration by the Researcher - Dear Sir / Madam, I assure you that the information shared by you will be strictly kept confidential & anonymous. It will be used for the research purpose only.

1. Personal Details:

<table>
<thead>
<tr>
<th>Type of Chemist:</th>
<th>Attached / Isolated</th>
<th>Experience:</th>
<th>CQ: ________</th>
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</table>

2. Which of the following promotional tools were offered to you by pharma companies from 2001 to 2010? (Tick on appropriate choices, specify change, if any, & also give your liking scores)

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Name of the Promotional Tools</th>
<th>Offered in the last decade</th>
<th>Change: Increase ↑ or Decrease ↓ or Constant —</th>
<th>Degree of Liking: (1-Disliked to 5-Most Liked)</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>Trade Discounts</td>
<td></td>
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<tr>
<td>2</td>
<td>Promotional Schemes</td>
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</tr>
<tr>
<td>3</td>
<td>Special / Extra Schemes</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>4</td>
<td>Credit Facility by Stockists</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Low Value Gifts (Value &lt; Rs.500)</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>6</td>
<td>High Value Gifts (Value &gt; Rs.500)</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Group Meetings</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Birthday &amp; Anniversary Day Activities</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Letters / Mails / SMS for Schemes</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

3. Which new brand promotional tools do you expect from pharma companies?

   i) _____________________________________ ii) _____________________________________

4. What changes you have noticed in the marketing scenario of prescription-based medicines in the last decade from the following:

   a. Change in number of pharmaceutical companies?
      (1) Considerable Increase, (2) Moderate Increase, (3) Slight Increase, (4) No Change, (5) Slight Decrease, (6) Moderate Decrease, (7) Considerable Decrease

   b. Change in number of divisions of pharma companies?
      (1) Considerable Increase, (2) Moderate Increase, (3) Slight Increase, (4) No Change, (5) Slight Decrease, (6) Moderate Decrease, (7) Considerable Decrease

   c. Change in number of small or local pharma companies?
      (1) Considerable Increase, (2) Moderate Increase, (3) Slight Increase, (4) No Change, (5) Slight Decrease, (6) Moderate Decrease, (7) Considerable Decrease

   d. Change in extent of competition among pharma companies?
      (1) Considerable Increase, (2) Moderate Increase, (3) Slight Increase, (4) No Change, (5) Slight Decrease, (6) Moderate Decrease, (7) Considerable Decrease
e. Change in frequency of launching new products by pharma companies?
   (1) Considerable Increase, (2) Moderate Increase, (3) Slight Increase, (4) No Change,
       (5) Slight Decrease, (6) Moderate Decrease, (7) Considerable Decrease

f. Change in prices of medicines?
   (1) Considerable Increase, (2) Moderate Increase, (3) Slight Increase, (4) No Change,
       (5) Slight Decrease, (6) Moderate Decrease, (7) Considerable Decrease

g. Change in availability of medicines at Stockist's shops?
   (1) Considerable Improvement, (2) Moderate Improvement, (3) Slight Improvement,
       (4) No Change, (5) Slight Decline, (6) Moderate Decline, (7) Considerable Decline

h. Change in quality of medicines?
   (1) Considerable Improvement, (2) Moderate Improvement, (3) Slight Improvement,
       (4) No Change, (5) Slight Decline, (6) Moderate Decline, (7) Considerable Decline

i. Change in packaging of medicines?
   (1) Considerable Improvement, (2) Moderate Improvement, (3) Slight Improvement,
       (4) No Change, (5) Slight Decline, (6) Moderate Decline, (7) Considerable Decline

j. Change in dosage convenience of Patients?
   (1) Considerable Improvement, (2) Moderate Improvement, (3) Slight Improvement,
       (4) No Change, (5) Slight Decline, (6) Moderate Decline, (7) Considerable Decline

k. Change in Patient's compliance?
   (1) Considerable Improvement, (2) Moderate Improvement, (3) Slight Improvement,
       (4) No Change, (5) Slight Decline, (6) Moderate Decline, (7) Considerable Decline

l. Change in services to Patients by pharma companies like free check-ups & camps?
   (1) Considerable Improvement, (2) Moderate Improvement, (3) Slight Improvement,
       (4) No Change, (5) Slight Decline, (6) Moderate Decline, (7) Considerable Decline

m. Change in Patients' awareness about different diseases & their medications?
   (1) Considerable Improvement, (2) Moderate Improvement, (3) Slight Improvement,
       (4) No Change, (5) Slight Decline, (6) Moderate Decline, (7) Considerable Decline

n. Change in marketing strategies implemented by pharma companies?
   (1) Considerable Improvement, (2) Moderate Improvement, (3) Slight Improvement,
       (4) No Change, (5) Slight Decline, (6) Moderate Decline, (7) Considerable Decline

o. Change in pharma marketing approach from ethical to unethical?
   (1) Considerable Increase, (2) Moderate Increase, (3) Slight Increase, (4) No Change,
       (5) Slight Decrease, (6) Moderate Decrease, (7) Considerable Decrease

5. Please mention two positive and two negative changes in the pharma marketing scenario:
   a. Positive: i) _______________________________________________________________
      ii) _______________________________________________________________

   b. Negative: i) _____________________________________________________________
      ii) _______________________________________________________________
6. Whether changing marketing scenario in prescription-based medicines have caused-

a. An impact on your investment amount in stock of prescription-based medicines?
   (1) Considerable Increase, (2) Moderate Increase, (3) Slight Increase, (4) No Change, (5) Slight Decrease, (6) Moderate Decrease, (7) Considerable Decrease

b. An impact on your expiry and breakage amount of medicines?
   (1) Considerable Increase, (2) Moderate Increase, (3) Slight Increase, (4) No Change, (5) Slight Decrease, (6) Moderate Decrease, (7) Considerable Decrease

c. An impact on your business turnover?
   (1) Considerable Increase, (2) Moderate Increase, (3) Slight Increase, (4) No Change, (5) Slight Decrease, (6) Moderate Decrease, (7) Considerable Decrease

d. An impact on profitability of your business?
   (1) Considerable Increase, (2) Moderate Increase, (3) Slight Increase, (4) No Change, (5) Slight Decrease, (6) Moderate Decrease, (7) Considerable Decrease

e. An impact on your buying habits from bulk to itemized?
   (1) Considerable Increase, (2) Moderate Increase, (3) Slight Increase, (4) No Change, (5) Slight Decrease, (6) Moderate Decrease, (7) Considerable Decrease

f. An impact on number of substitutes available for Doctors to prescribe?
   (1) Considerable Increase, (2) Moderate Increase, (3) Slight Increase, (4) No Change, (5) Slight Decrease, (6) Moderate Decrease, (7) Considerable Decrease

g. An impact on prescription habits of Doctors? (Rx's affected adversely / favorably)
   (1) Highly affected adversely, (2) Moderately affected adversely, (3) Slightly affected adversely, (4) No Change, (5) Slightly affected favorably, (6) Moderately affected favorably, (7) Highly affected favorably

h. An impact on number of Medical Representatives and Managers?
   (1) Considerable Increase, (2) Moderate Increase, (3) Slight Increase, (4) No Change, (5) Slight Decrease, (6) Moderate Decrease, (7) Considerable Decrease

i. An impact on your time spent by MR's for collecting market information?
   (1) Considerable Increase, (2) Moderate Increase, (3) Slight Increase, (4) No Change, (5) Slight Decrease, (6) Moderate Decrease, (7) Considerable Decrease

j. An impact on expectations for orders by MR's & Managers from you?
   (1) Considerable Increase, (2) Moderate Increase, (3) Slight Increase, (4) No Change, (5) Slight Decrease, (6) Moderate Decrease, (7) Considerable Decrease

k. An impact on frequency of shifting companies by MR's & Managers?
   (1) Considerable Increase, (2) Moderate Increase, (3) Slight Increase, (4) No Change, (5) Slight Decrease, (6) Moderate Decrease, (7) Considerable Decrease

l. An impact on overall quality (knowledge & skills) of MR's?
   (1) Considerable Improvement, (2) Moderate Improvement, (3) Slight Improvement, (4) No Change, (5) Slight Decline, (6) Moderate Decline (7) Considerable Decline
7. Are you satisfied with—

(a) The changing marketing trends in prescription-based medicines in Ahmednagar district?
   (1) Highly Dissatisfied, (2) Dissatisfied, (3) Slightly Dissatisfied, (4) Neutral, (5) Slightly Satisfied,
   (6) Satisfied, (7) Highly Satisfied,

(b) The trade-margins offered by pharma companies?
   (1) Highly Dissatisfied, (2) Dissatisfied, (3) Slightly Dissatisfied, (4) Neutral, (5) Slightly Satisfied,
   (6) Satisfied, (7) Highly Satisfied,

(c) The promotional schemes offered by pharma companies for prescription medicines?
   (1) Highly Dissatisfied, (2) Dissatisfied, (3) Slightly Dissatisfied, (4) Neutral, (5) Slightly Satisfied,
   (6) Satisfied, (7) Highly Satisfied,

8. What are your expectations from pharma companies to improve their business?

(a) Do’s: i) __________________________________________________________

   ii) __________________________________________________________

(b) Don’ts: i) ______________________________________________________

   ii) __________________________________________________________

9. Rate the factors considered by you while placing orders of prescription-based medicines?

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Factors considered while placing orders</th>
<th>Rating Scale: (1-Least considered to 5-Most considered)</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>Customer’s Demand</td>
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</tr>
<tr>
<td>2</td>
<td>Promotional Schemes / Offers</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Good Promotional Gifts</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Company’s Expiry &amp; Breakage Policies</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Regular M.R. Visits</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Better Product Quality</td>
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<td>7</td>
<td>Company Reputation / Standard</td>
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<td>8</td>
<td>Stockist’s Payment Terms</td>
<td></td>
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<td>9</td>
<td>Delivery Time taken by Stockists</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Rapport with MR</td>
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</tr>
</tbody>
</table>

10. Considering the past and present marketing trends, what are your predictions about future marketing trends of pharma companies marketing prescription-based medicines?

i) __________________________________________________________

ii) __________________________________________________________
APPENDIX: D Questionnaire for Stockists

Declaration by the Researcher- Dear Sir / Madam, I assure you that the information shared by you will be strictly kept confidential & anonymous. It will be used for the research purpose only.

1. Experience of Stockists: _______ Years.  

2. Which of the following promotional tools were offered to you by pharma companies from 2001 to 2010? (Tick on appropriate choices, specify change, if any, & also give your liking scores)

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Name of the Promotional Tools</th>
<th>Offered in the last decade</th>
<th>Change: Increase ↑ Decrease ↓ Constant —</th>
<th>Degree of Liking (1-Disliked to 5-Most Liked)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Trade Discounts</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Promotional Schemes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Special / Extra Schemes</td>
<td></td>
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</tr>
<tr>
<td>4</td>
<td>Credit Facility</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Low Value Gifts (Value &lt; Rs.500)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>High Value Gifts (Value &gt; Rs.500)</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Group Meetings</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Birthday &amp; Anniversary Day Activities</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Letters / Mails / SMS for Schemes</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

3. Which new brand promotional tools do you expect from pharma companies?  
   i) ___________________________ ii) ___________________________

4. What changes you have noticed in the marketing scenario of prescription-based medicines in the last decade from the following:
   
a. Change in number of pharmaceutical companies?  
   (1) Considerable Increase, (2) Moderate Increase, (3) Slight Increase, (4) No Change, (5) Slight Decrease, (6) Moderate Decrease, (7) Considerable Decrease

b. Change in number of divisions of pharma companies?  
   (1) Considerable Increase, (2) Moderate Increase, (3) Slight Increase, (4) No Change, (5) Slight Decrease, (6) Moderate Decrease, (7) Considerable Decrease

c. Change in number of small or local pharma companies?  
   (1) Considerable Increase, (2) Moderate Increase, (3) Slight Increase, (4) No Change, (5) Slight Decrease, (6) Moderate Decrease, (7) Considerable Decrease

d. Change in extent of competition among pharma companies?  
   (1) Considerable Increase, (2) Moderate Increase, (3) Slight Increase, (4) No Change, (5) Slight Decrease, (6) Moderate Decrease, (7) Considerable Decrease

e. Change in frequency of launching new products by pharma companies?  
   (1) Considerable Increase, (2) Moderate Increase, (3) Slight Increase, (4) No Change, (5) Slight Decrease, (6) Moderate Decrease, (7) Considerable Decrease
f. Change in prices of medicines?
   (1) Considerable Increase, (2) Moderate Increase, (3) Slight Increase, (4) No Change,
   (5) Slight Decrease, (6) Moderate Decrease, (7) Considerable Decrease

g. Change in availability of medicine’s stock at your shop?
   (1) Considerable Improvement, (2) Moderate Improvement, (3) Slight Improvement,
   (4) No Change, (5) Slight Decline, (6) Moderate Decline (7) Considerable Decline

h. Change in time taken by pharma companies for supply of medicines to you?
   (1) Considerable Increase, (2) Moderate Increase, (3) Slight Increase, (4) No Change,
   (5) Slight Decrease, (6) Moderate Decrease, (7) Considerable Decrease

i. Change in quality of medicines?
   (1) Considerable Improvement, (2) Moderate Improvement, (3) Slight Improvement,
   (4) No Change, (5) Slight Decline, (6) Moderate Decline (7) Considerable Decline

j. Change in packaging of Medicines?
   (1) Considerable Improvement, (2) Moderate Improvement, (3) Slight Improvement,
   (4) No Change, (5) Slight Decline, (6) Moderate Decline (7) Considerable Decline

k. Change in marketing strategies implemented by pharma companies?
   (1) Considerable Improvement, (2) Moderate Improvement, (3) Slight Improvement,
   (4) No Change, (5) Slight Decline, (6) Moderate Decline (7) Considerable Decline

l. Change in pharma marketing approach from ethical to unethical?
   (1) Considerable Increase, (2) Moderate Increase, (3) Slight Increase, (4) No Change,
   (5) Slight Decrease, (6) Moderate Decrease, (7) Considerable Decrease

5. Please mention two positive & two negative changes in the pharma marketing scenario:
   a. Positive: i) _______________________________________________________________
      ii) _______________________________________________________________

   b. Negative: i) _____________________________________________________________
      ii) _______________________________________________________________

6. Whether changing marketing scenario in prescription-based medicines have caused-
   a. An impact on your investment amount in stock of prescription-based medicines?
      (1) Considerable Increase, (2) Moderate Increase, (3) Slight Increase, (4) No Change,
      (5) Slight Decrease, (6) Moderate Decrease, (7) Considerable Decrease

   b. An impact on your expiry & breakage amount of medicines?
      (1) Considerable Increase, (2) Moderate Increase, (3) Slight Increase, (4) No Change,
      (5) Slight Decrease, (6) Moderate Decrease, (7) Considerable Decrease

   c. An impact on your business turnover?
      (1) Considerable Increase, (2) Moderate Increase, (3) Slight Increase, (4) No Change,
      (5) Slight Decrease, (6) Moderate Decrease, (7) Considerable Decrease
d. An impact on profitability of your business?
   (1) Considerable Increase, (2) Moderate Increase, (3) Slight Increase, (4) No Change,
   (5) Slight Decrease, (6) Moderate Decrease, (7) Considerable Decrease

e. An impact on buying habits of chemists from bulk to itemized?
   (1) Considerable Increase, (2) Moderate Increase, (3) Slight Increase, (4) No Change,
   (5) Slight Decrease, (6) Moderate Decrease, (7) Considerable Decrease

f. An impact on number of Medical Representatives and Managers?
   (1) Considerable Increase, (2) Moderate Increase, (3) Slight Increase, (4) No Change,
   (5) Slight Decrease, (6) Moderate Decrease, (7) Considerable Decrease

g. An impact on time spent by MR’s for collecting market information?
   (1) Considerable Increase, (2) Moderate Increase, (3) Slight Increase, (4) No Change,
   (5) Slight Decrease, (6) Moderate Decrease, (7) Considerable Decrease

h. An impact on expectations for orders by MR’s & Managers from you?
   (1) Considerable Increase, (2) Moderate Increase, (3) Slight Increase, (4) No Change,
   (5) Slight Decrease, (6) Moderate Decrease, (7) Considerable Decrease

i. An impact on frequency of shifting companies by MR’s & Managers?
   (1) Considerable Increase, (2) Moderate Increase, (3) Slight Increase, (4) No Change,
   (5) Slight Decrease, (6) Moderate Decrease, (7) Considerable Decrease

j. An impact on overall quality (knowledge & skills) of MR’s?
   (1) Considerable Improvement, (2) Moderate Improvement, (3) Slight Improvement,
   (4) No Change, (5) Slight Decline, (6) Moderate Decline, (7) Considerable Decline

7. Are you satisfied with-
   (a) The changing marketing trends in prescription-based medicines in Ahmednagar district?
      (1) Highly Dissatisfied, (2) Dissatisfied, (3) Slightly Dissatisfied, (4) Neutral, (5) Slightly
      Satisfied, (6) Satisfied, (7) Highly Satisfied,

   (b) The trade-margins offered by pharma companies?
      (1) Highly Dissatisfied, (2) Dissatisfied, (3) Slightly Dissatisfied, (4) Neutral, (5) Slightly
      Satisfied, (6) Satisfied, (7) Highly Satisfied,

   (c) The promotional schemes offered by pharma companies for prescription medicines?
      (1) Highly Dissatisfied, (2) Dissatisfied, (3) Slightly Dissatisfied, (4) Neutral, (5) Slightly
      Satisfied, (6) Satisfied, (7) Highly Satisfied,

8. What are your expectations from pharma companies to improve their business?
   (a) Do’s: i) ................................................................................................................
       ii) ...................................................................................................................

   (b) Don’ts: i) ...............................................................................................................
       ii) ......................................................................................................................
9. Rate the factors considered by you while placing orders of prescription-based medicines?

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Factors considered while placing orders</th>
<th>Rating Scale: (1-Least considered to 5-Most considered)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Customer’s Demand</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Promotional Schemes / Offers</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Good Promotional Gifts</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Company’s Expiry &amp; Breakage Policies</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Regular MR Visits</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Better Product Quality</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Company Reputation / Standard</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Stockist’s Payment Terms</td>
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</tr>
<tr>
<td>9</td>
<td>Delivery Time taken by Stockists</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Rapport with MR / Manager</td>
<td></td>
</tr>
</tbody>
</table>

10. Considering the past and present marketing trends, what are your predictions about future marketing trends of pharma companies marketing prescription-based medicines?

i) _________________________________________________________________________

ii) _________________________________________________________________________

■ Thank You!!
APPENDIX: E Questionnaire for MR’s & Managers

Declaration by the Researcher- Dear friend, I assure you that the information shared by you will be strictly kept confidential & anonymous. It will be used for the research purpose only.

1. Personal Details:

<table>
<thead>
<tr>
<th>Type of Company:</th>
<th>Indian / Multi National</th>
<th>Experience:</th>
<th>_____ Years</th>
</tr>
</thead>
</table>

2. What changes you have noticed in the marketing scenario of prescription-based medicines in the last decade from the following:

a. Change in number of pharmaceutical companies?
   (1) Considerable Increase, (2) Moderate Increase, (3) Slight Increase, (4) No Change,
   (5) Slight Decrease, (6) Moderate Decrease, (7) Considerable Decrease

b. Change in number of divisions of pharma companies?
   (1) Considerable Increase, (2) Moderate Increase, (3) Slight Increase, (4) No Change,
   (5) Slight Decrease, (6) Moderate Decrease, (7) Considerable Decrease

c. Change in number of small or local pharma companies?
   (1) Considerable Increase, (2) Moderate Increase, (3) Slight Increase, (4) No Change,
   (5) Slight Decrease, (6) Moderate Decrease, (7) Considerable Decrease

d. Change in extent of competition among pharma companies?
   (1) Considerable Increase, (2) Moderate Increase, (3) Slight Increase, (4) No Change,
   (5) Slight Decrease, (6) Moderate Decrease, (7) Considerable Decrease

e. Change in frequency of launching new products by pharma companies?
   (1) Considerable Increase, (2) Moderate Increase, (3) Slight Increase, (4) No Change,
   (5) Slight Decrease, (6) Moderate Decrease, (7) Considerable Decrease

f. Change in prices of medicines?
   (1) Considerable Increase, (2) Moderate Increase, (3) Slight Increase, (4) No Change,
   (5) Slight Decrease, (6) Moderate Decrease, (7) Considerable Decrease

g. Change in availability of medicines at Chemist’s shops?
   (1) Considerable Improvement, (2) Moderate Improvement, (3) Slight Improvement,
   (4) No Change, (5) Slight Decline, (6) Moderate Decline (7) Considerable Decline

h. Change in time taken by pharma companies for supply of medicines to Stockists?
   (1) Considerable Improvement, (2) Moderate Improvement, (3) Slight Improvement,
   (4) No Change, (5) Slight Decline, (6) Moderate Decline (7) Considerable Decline

i. Change in quality of medicines?
   (1) Considerable Improvement, (2) Moderate Improvement, (3) Slight Improvement,
   (4) No Change, (5) Slight Decline, (6) Moderate Decline (7) Considerable Decline

j. Change in packaging of Medicines?
   (1) Considerable Improvement, (2) Moderate Improvement, (3) Slight Improvement,
   (4) No Change, (5) Slight Decline, (6) Moderate Decline (7) Considerable Decline
k. Change in dosage convenience of Patients?
   (1) Considerable Improvement, (2) Moderate Improvement, (3) Slight Improvement,
   (4) No Change, (5) Slight Decline, (6) Moderate Decline (7) Considerable Decline

l. Change in Patient’s compliance?
   (1) Considerable Improvement, (2) Moderate Improvement, (3) Slight Improvement,
   (4) No Change, (5) Slight Decline, (6) Moderate Decline (7) Considerable Decline

m. Change in services to Patients by pharma companies like free check-ups & camps?
   (1) Considerable Improvement, (2) Moderate Improvement, (3) Slight Improvement,
   (4) No Change, (5) Slight Decline, (6) Moderate Decline (7) Considerable Decline

n. Change in Patients’ awareness about different diseases & their medications?
   (1) Considerable Improvement, (2) Moderate Improvement, (3) Slight Improvement,
   (4) No Change, (5) Slight Decline, (6) Moderate Decline (7) Considerable Decline

o. Change in marketing strategies implemented by pharma companies?
   (1) Considerable Improvement, (2) Moderate Improvement, (3) Slight Improvement,
   (4) No Change, (5) Slight Decline, (6) Moderate Decline (7) Considerable Decline

p. Change in marketing communication messages designed by pharma companies?
   (1) Considerable Improvement, (2) Moderate Improvement, (3) Slight Improvement,
   (4) No Change, (5) Slight Decline, (6) Moderate Decline (7) Considerable Decline

q. Change in quality of brand promotional tools offered by pharma companies?
   (1) Considerable Improvement, (2) Moderate Improvement, (3) Slight Improvement,
   (4) No Change, (5) Slight Decline, (6) Moderate Decline (7) Considerable Decline

r. Change in novelty of brand promotional tools offered by pharma companies?
   (1) Considerable Improvement, (2) Moderate Improvement, (3) Slight Improvement,
   (4) No Change, (5) Slight Decline, (6) Moderate Decline (7) Considerable Decline

s. Change in pharma marketing approach from ethical to unethical?
   (1) Considerable Increase, (2) Moderate Increase, (3) Slight Increase, (4) No Change,
   (5) Slight Decrease, (6) Moderate Decrease, (7) Considerable Decrease

t. Change in proportion of use of 3 C’s in marketing to generate expected business?

<table>
<thead>
<tr>
<th>3 C's Status</th>
<th>Convince</th>
<th>Confuse</th>
<th>Corrupt</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Initial Years</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>100%</td>
</tr>
<tr>
<td>Recent Years</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>100%</td>
</tr>
</tbody>
</table>

u. Change in sales growth expected from you by your company?
   In the Initial years- _____________ %;  In the Recent Years- ______________%

v. Change in returns on investments expected from you by your company?
   In the Initial Years- ___________ times;  In the Recent Years- ____________times.

3. Please mention two positive & two negative changes in the pharma marketing scenario:
   a. Positive-i) ________________________________________________
      ii) ________________________________________________

   b. Negative-i) ________________________________________________
      ii) ________________________________________________
4. Whether changing marketing scenario in prescription-based medicines have caused-

a. An impact on number of Medical Representatives and Managers?
   (1) Considerable Increase, (2) Moderate Increase, (3) Slight Increase, (4) No Change, (5) Slight Decrease, (6) Moderate Decrease, (7) Considerable Decrease

b. An impact on quality of product trainings provided by your company?
   (1) Considerable Improvement, (2) Moderate Improvement, (3) Slight Improvement, (4) No Change, (5) Slight Decline, (6) Moderate Decline (7) Considerable Decline

c. An impact on your knowledge updates status?
   (1) Considerable Improvement, (2) Moderate Improvement, (3) Slight Improvement, (4) No Change, (5) Slight Decline, (6) Moderate Decline (7) Considerable Decline

d. An impact on ease of implementing marketing strategies designed by your company?
   (1) Considerable Improvement, (2) Moderate Improvement, (3) Slight Improvement, (4) No Change, (5) Slight Decline, (6) Moderate Decline (7) Considerable Decline

e. An impact on field working time available for you?
   (1) Considerable Increase, (2) Moderate Increase, (3) Slight Increase, (4) No Change, (5) Slight Decrease, (6) Moderate Decrease, (7) Considerable Decrease

f. An impact on time available for you to collect market information from Chemists?
   (1) Considerable Increase, (2) Moderate Increase, (3) Slight Increase, (4) No Change, (5) Slight Decrease, (6) Moderate Decrease, (7) Considerable Decrease

g. An impact on ease of getting important Doctors’ calls to you?
   (1) Considerable Improvement, (2) Moderate Improvement, (3) Slight Improvement, (4) No Change, (5) Slight Decline, (6) Moderate Decline (7) Considerable Decline

h. An impact on in-clinic time spared for you by Doctors?
   (1) Considerable Increase, (2) Moderate Increase, (3) Slight Increase, (4) No Change, (5) Slight Decrease, (6) Moderate Decrease, (7) Considerable Decrease

i. An impact on number of substitutes available for Doctors to prescribe?
   (1) Considerable Increase, (2) Moderate Increase, (3) Slight Increase, (4) No Change, (5) Slight Decrease, (6) Moderate Decrease, (7) Considerable Decrease

j. An impact on reciprocal expectations by Doctors for prescribing your company brands?
   (1) Considerable Increase, (2) Moderate Increase, (3) Slight Increase, (4) No Change, (5) Slight Decrease, (6) Moderate Decrease, (7) Considerable Decrease

k. An impact on prescription habits of Doctors? (Rx’s affected adversely / favorably)
   (1) Highly affected adversely, (2) Moderately affected adversely, (3) Slightly affected adversely, (4) No Change, (5) Slightly affected favorably, (6) Moderately affected favorably, (7) Highly affected favorably

l. An impact on your relationships with Doctors?
   From: Personal / Professional / Commercial → To: Personal / Professional / Commercial
m. An impact on your difficulty of achieving sales targets given by your company?
   (1) Considerable Increase, (2) Moderate Increase, (3) Slight Increase, (4) No Change,
   (5) Slight Decrease, (6) Moderate Decrease, (7) Considerable Decrease

n. An impact on your company pressure for achieving the expected sales targets?
   (1) Considerable Increase, (2) Moderate Increase, (3) Slight Increase, (4) No Change,
   (5) Slight Decrease, (6) Moderate Decrease, (7) Considerable Decrease

o. An impact on your company business turnover?
   (1) Considerable Increase, (2) Moderate Increase, (3) Slight Increase, (4) No Change,
   (5) Slight Decrease, (6) Moderate Decrease, (7) Considerable Decrease

p. An impact on your work-pressure & stress (physical & mental) level?
   (1) Considerable Increase, (2) Moderate Increase, (3) Slight Increase, (4) No Change,
   (5) Slight Decrease, (6) Moderate Decrease, (7) Considerable Decrease

q. An impact your overall job satisfaction?
   (1) Considerable Improvement, (2) Moderate Improvement, (3) Slight Improvement,
   (4) No Change, (5) Slight Decline, (6) Moderate Decline (7) Considerable Decline

r. An impact on frequency of shifting companies by MR’s & Managers?
   (1) Considerable Increase, (2) Moderate Increase, (3) Slight Increase, (4) No Change,
   (5) Slight Decrease, (6) Moderate Decrease, (7) Considerable Decrease

s. An impact on overall quality (knowledge & skills) of MR’s?
   (1) Considerable Improvement, (2) Moderate Improvement, (3) Slight Improvement,
   (4) No Change, (5) Slight Decline, (6) Moderate Decline (7) Considerable Decline

5. Are you satisfied with the changing marketing trends in prescription-based medicines in Ahmednagar district?
   (1) Highly Dissatisfied, (2) Dissatisfied, (3) Slightly Dissatisfied, (4) Neutral, (5) Slightly Satisfied,
   (6) Satisfied, (7) Highly Satisfied,

6. What are your expectations from pharma companies to improve their business?
   a) Do’s: i) _______________________________________________________
      ii) _______________________________________________________
   b) Don’ts: i) ___________________________________________________  
      ii) _______________________________________________________

7. Considering the past and present marketing trends, what are your predictions about future marketing trends of pharma companies marketing prescription-based medicines?
   i) _______________________________________________________
      ii) _______________________________________________________

■ Thank You!!
APPENDIX: F GLOSSARY

1. **Allopathic Drugs**: Allopathic drugs includes all substances, other than food, intended to affect the structure or any function of human body (including contraceptives) and all substances.

2. **Analgesic**: drug that reduces the effect of pain.

3. **Antibiotic**: substance (e.g. penicillin) that can inhibit or destroy susceptible micro-organisms.

4. **Camps**: A camp is a patient awareness programme organized by doctors to council about certain diseases, their medications and about precautions to be taken by the patients.

5. **Cardiac**: means relating to the heart.

6. **Check-up**: thorough medical examination by your doctor or dentist to make sure that there is nothing wrong with your health.

7. **Chemists**: Retailer is defined to be as an establishment primarily involved in selling drugs or health care products and services to the patients.

8. **Clinical Trial**: The scientific investigation of a new treatment that has shown some benefit in animal or laboratory studies, but that has not yet been proven effective in humans.

9. **Consultancy honorarium**: A person or firm that provides consulting advice or professional services for which they set voluntary payment.

10. **Continued Medical Education**: is arranged by the pharma companies for the doctors to upgrade their knowledge about different diseases and their medication.

11. **Dermatitis**: is a medical condition which makes your skin red and painful.

12. **Detailing**: Detailing is an important task performed by the medical representatives to promote their company medicines to target doctors and to pursue them to prescribe these brands.

13. **Dosage**: the size of a dose of medicine or administration of a medication.

14. **Drug**: Drug is a chemical substance having capacity and capability to alter the function of a cell, tissue, organ, system, or human body or drug is a substance useful to prevent, cure, or diagnose the disease.
15. **Emoluments**: are money or other forms of payment which a person receives for doing work.

16. **Epidemiology**: the study of the incidence and distribution of diseases and of other factor relating to health.

17. **Field working**: means various brand promotional activities done by medical representatives involving meeting to doctors, chemists and stockists.

18. **Gastro Intestinal**: means relating to the stomach and intestines.

19. **Gynecology**: is the branch of medical science which deals with women’s diseases and medical conditions.

20. **Marketing approach**: the methods adopted by pharmaceutical companies for going closer to the doctors, chemists and stockists for the promotion of their medicinal products.

21. **Marketing Trends**: Tendencies of pharmaceutical companies for the promotion of Prescription based medicines.

22. **Media Publicity**: Publicity activity for doctors done by pharmaceutical companies for medicines through various publicity medias like television, radio and newspapers.

23. **Medical Representative**: a person trained to present scientific information about company medicines or products in an accurate and responsible manner to promote to the doctors.

24. **Medications**: medicine that is used to treat and cure illness.

25. **Medicine**: “Medicine is a combination of drug or active ingredients along with diluents, solvents, additives, binders, lubricants, preservatives, and flavors in a suitable dosage form for convenience and comfort for a patient”.

26. **Neuro**: is used that refer or relate to a nerve or nervous system.

27. **Over the Counter Medicines**: are the medicines that are used to treat minor ailments and are sold to customers without a physician’s prescription by the chemists.

28. **Patients Awareness**: Cautiousness of patients about diseases their medication and dietary guidelines.
29. **Patients Compliance:** Fulfillment of doctor’s guidelines about medication and the diet by the patients.

30. **Pharmaceutical Marketing:** is a social process that is manifested on the market for the promotion of pharmaceutical formulations or services.

31. **Pharmaceutical Sales:** is the business of selling drugs and pharmaceutical supplies to doctors, chemists and hospitals.

32. **Pharmaceutical:** Medicinal

33. **Physician:** a medical practitioner or doctor.

34. **Prescription:** An order written by the physician, dentist, veterinarian or any other licensed practitioner directing the pharmacist to compound and dispense medication for a patient and usually accompanied by directions for its administration or use.

35. **Product Literatures:** The detail information of medicine about its drug contents, its pharmacological action, side effects and contraindication.

36. **Product Monograph:** A detail profile of a medicinal product.

37. **Prognosis:** is an estimate of the future of someone or something, especially about whether a patient will recover from an illness.

38. **Promotional Scheme:** are offers given to chemists for marketing & sales increment.

39. **Promotional tools:** are various instruments used for advertising and marketing of pharmaceutical products.

40. **Product Training:** is a scientific process of improving the knowledge of employees about detailed action of medicinal products of that company.

41. **Propaganda:** An organized programme of publicity, selected information, etc., used to propagate a doctrine, etc.

42. **Reciprocal expectation:** Give-and-take relationship between doctors and pharmaceutical companies that doctors should prescribe those companies medicines so the company should reward for the same.

43. **Respiratory:** means related to breathing.

44. **Sampling:** These are the offers for trial of medicine or products to doctors.

45. **Secrecy:** is the act of keeping something secret, or the state of being kept secret.
46. **Sponsorship**: means the payment of travel, meals, accommodation and registration fees made by pharma company to a doctor for attending a conference.

47. **Stakeholders**: A person or group that has an investment, share, or interest in something, as a business or industry.

48. **Stockists**: A distributor who has stocks of pharmaceutical products or medicines.

49. **Trade Discounts**: An amount or rate which catalogue, list or retail price of an item is reduced when sold to a reseller.

50. **Trade Margin**: The difference between unit sales price and unit cost and each level of a marketing channel is usually expressed in percentage term.

51. **Visual Aid**: a catalogue of pharmaceutical product information used by medical representatives to present scientific product information to doctors.

52. **Generic**: the pharmaceutical drug molecules which are not promoted to doctors but are sold to chemist directly.

53. **Therapeutic**: means relating to therapy and having a positive effect on the body or mind.

54. **Diagnostic**: any tool, equipment, method, or systems that are used for discovering what is wrong with people who are ill or with thing that do not work properly.