

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
B.PHARM. – SEMESTER VII– • EXAMINATION – WINTER -2020

Subject Code: 2270009**Date: 16/01/2021****Subject Name: PHARMACEUTICAL MARKETING MANAGMENT****Time: 10:30AM To 12:30PM****Total Marks: 54****Instructions:**

1. Attempt any THREE questions from Q-1 to Q-6.
2. Q.7 is compulsory to attempt.
3. Make suitable assumptions wherever necessary.
4. Figures to the right indicate full marks.

- Q.1** (a) Highlight the role of IPR and protection on International patents in marketing. **06**
(b) What are the various steps involved in personal selling. **05**
(c) Elaborate on principles of medical advertising. **05**
- Q.2** (a) What is market segmentation? Give advantages and disadvantages of pharmaceutical market segmentation. **06**
(b) Explain the efficient system of Recruitment, Training and Performance Appraisal. **05**
(c) Explain Pharmacovigilance program of India. **05**
- Q.3** (a) Give the applications of IT and Management information for controlling expiry and returned goods. **06**
(b) Write a note on development and utilization of effective communication aids. **05**
(c) Explain ethical marketing and franchise marketing. **05**
- Q.4** (a) Explain the roll of pharmaceutical marketing within organization and medical profession. **06**
(b) List salient features of Dossier preparation for European countries. **05**
(c) What do you mean by prescription research? Explain it in detail. **05**
- Q.5** (a) Explain 4P's life cycle in detail. **06**
(b) Explain pharmaceutical marketing environment versus consumer marketing. **05**
(c) Enumerate functions of a wholesaler. **05**
- Q. 6** (a) Write about various pricing strategies. **06**
(b) Describe in detail New Product Development Process in pharmaceutical industry. **05**
(c) What are promotional objectives and tasks? **05**
- Q.7** (a) Write strategic marketing techniques for prescription drug, medical devices and surgical products. **06**
- OR**
- (a) List out any four functions and advantages of retailers. **06**
- OR**
- (a) Write a note on Supply chain and Cold chain. **06**
