

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**B.PHARM - SEMESTER- 7 EXAMINATION – WINTER -2019**

**Subject Code: 2270009****Date: 28-11-2019****Subject Name: Pharmaceutical Marketing Management****Time: 10:30AM TO 01:30PM****Total Marks: 80****Instructions:**

1. Attempt any five questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

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|-------------|-----|---|-----------|
| <b>Q.1</b>  | (a) | Explain 4P's life cycle in detail.  | <b>06</b> |
|             | (b) | Enumerate functions of a wholesaler.  | <b>05</b> |
|             | (c) | Explain the steps involved in new product development.                                    | <b>05</b> |
| <b>Q.2</b>  | (a) | What are the Marketing & distribution strategy in International market.                   | <b>06</b> |
|             | (b) | Write a note on development and utilization of Effective communication aids.              | <b>05</b> |
|             | (c) | Elaborate on principles of medical advertising.   | <b>05</b> |
| <b>Q.3</b>  | (a) | Explain the efficient system of Recruitment, Training and Performance Appraisal.          | <b>06</b> |
|             | (b) | Write a note on DPCO.   | <b>05</b> |
|             | (c) | Discuss about product portfolio analysis and product policy.                              | <b>05</b> |
| <b>Q.4</b>  | (a) | Explain the applications of IT and Management information system for efficient marketing. | <b>06</b> |
|             | (b) | List salient features of Dossier preparation for European countries.                      | <b>05</b> |
|             | (c) | Write pros and cons of Ethical and Franchise marketing.                                   | <b>05</b> |
| <b>Q.5</b>  | (a) | Differentiate between the Registration Processes for Drugs in India & USA.                | <b>06</b> |
|             | (b) | What are the various steps involved in personal selling.                                  | <b>05</b> |
|             | (c) | Explain the terms, NPPA, USFDA, EMA, CDCSO, TGA.  | <b>05</b> |
| <b>Q. 6</b> | (a) | Explain the roll of pharmaceutical marketing within organization and medical profession.  | <b>06</b> |
|             | (b) | Explain Implications of patents and trademarks on marketing.                              | <b>05</b> |
|             | (c) | Explain Supply chain and Cold chain.  | <b>05</b> |
| <b>Q.7</b>  | (a) | Describe the role of Pharmexcil and other Govt. institutions in International Marketing.  | <b>06</b> |
|             | (b) | Explain Pharmacovigilance program of India.   | <b>05</b> |
|             | (c) | Write about various pricing strategies.   | <b>05</b> |

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