

Seat No.: _____

Enrolment No. _____

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

Subject Code: 2270009**Date: 20-05-2019****Subject Name: Pharmaceutical Marketing Management****Time: 02:30 PM TO 05:30 PM****Total Marks: 80****Instructions:**

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

- Q.1: (a) Describe in detail New Product Development Process in pharmaceutical industry. **06**
(b) Explain Product Portfolio Analysis. **05**
(c) Discuss about the historical perspective and the current status of pharmaceuticals marketing. Highlight the role of patent in pharmaceutical marketing. **05**
- Q.2: (a) Write the process of market research. Add a note on research tools. **06**
(b) Differentiate between pharmaceutical marketing and consumer marketing. **05**
(c) Explain in detail the criteria for segmentation and a note on segmentation on the basis of patient and doctors. **05**
- Q.3: (a) Explain the roll of pharmaceutical marketing within organization and medical profession. **06**
(b) Discuss strategic marketing option for Herbal and traditional systems of medicine based products. **05**
(c) Write about product life cycle and extension of product life cycle. **05**
- Q.4: (a) Enlist the various methods of sale forecasting. Explain any two methods in detail. **06**
(b) Write a note on distribution channel for pharmaceutical marketing. **05**
(c) Explain the efficient system of Recruitment, Training and Performance Appraisal. **05**
- Q.5: (a) Explain ethical marketing and franchise marketing. **06**
(b) Write a note on professional conduct, ethics and etiquette of Indian medical council regulations 2002. **05**
(c) Explain the applications of IT and Management information system for efficient marketing. **05**
- Q.6: (a) Enlist the various types of licenses issued by FDA for wholesale and retail sale of drugs. Write a note on Schedule N. **06**
(b) Write a note on pharmacovigilance program of India. **05**
(c) Explain the drug registration process in African Countries. **05**
- Q.7: (a) What are the various steps involved in personal selling. **06**
(b) Explain Uniform code of Pharmaceutical Marketing Practices. **05**
(c) State the objectives of DPCO 1995. Write the formula to fix the price of retail formulation. **05**