

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

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

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**B.PHARM – SEMESTER – 7- EXAMINATION –WINTER - 2018****Subject Code:2270009****Date: 28/11/2018****Subject Name: Pharmaceutical Marketing Management****Time:10:30 AM TO 01:30 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) List salient features of Dossier preparation for African countries. **06**  
(b) Write a note on DPCO. **05**  
(c) Explain Implications of patents and trademarks on marketing. **05**
- Q.2** (a) Differentiate between the Registration Processes for Drugs in India & Europe. **06**  
(b) Highlight the Marketing organization structure in Pharmaceutical company. **05**  
(c) Explain ethical marketing and franchise marketing in detail. **05**
- Q.3** (a) What are the various steps involved in personal selling. **06**  
(b) Discuss the role of medical representatives in Pharmaceutical marketing. **05**  
(c) Highlight the steps to be taken for efficient International Marketing. **05**
- Q.4** (a) Explain Supply chain and Cold chain in detail. **06**  
(b) Explain the applications of IT and Management information system for efficient marketing. **05**  
(c) Write a note on development and utilization of Effective communication aids. **05**
- Q.5** (a) Specify the requirements for Wholesale and Retail Medical store. Draw layout of Retail Medical store. **06**  
(b) Write a note on Indian medical council regulations 2002. **05**  
(c) Write a brief note on Recent Developments related to PVPI. **05**
- Q. 6** (a) Explain the strategy of Recruitment, Training and Performance Appraisal. **06**  
(b) Enumerate functions of a wholesaler in detail. **05**  
(c) Write the functions and advantages of retailers. **05**
- Q.7** (a) Discuss about product portfolio analysis and product policy in detail. **06**  
(b) Explain strategic marketing techniques for API, OTC & Prescription Drugs. **05**  
(c) Write a brief note on Post Market stability surveillance. **05**

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