

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
B. Pharm. - SEMESTER-7 • EXAMINATION – SUMMER -2018

Subject Code: 2270009**Date: 01/06/2018****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) Specify the requirements for Wholesale and Retail Medical store. Draw layout of good Retail Medical store. **06**
(b) Describe the steps to be taken for efficient International marketing. **05**
(c) What are the various steps involved in personal selling? **05**
- Q.2** (a) Explain the role of Pharmexcil and other Government institutions in international marketing. **06**
(b) Explain ethical marketing and franchise marketing. **05**
(c) Explain the implication of Patents and Trademarks on marketing. **05**
- Q.3** (a) Describe in detail New Product Development Process in pharmaceutical industry. **06**
(b) Explain functions of a wholesaler. **05**
(c) List out any four functions and advantages of retailers. **05**
- Q.4** (a) Highlight the role of IPR and protection on International patents in marketing. **06**
(b) Explain the requirements of Dossier preparation for US. **05**
(c) Write a note on Indian medical council regulations 2002. **05**
- Q.5** (a) What is product management? Explain in detail product life cycle. **06**
(b) Write a short note on DPCO. **05**
(c) Write a note on pharmacovigilance program of India. **05**
- Q. 6** (a) What do you mean by prescription research? Explain it in detail. **06**
(b) Explain the efficient system of Recruitment, Training and Performance Appraisal. **05**
(c) Write a note on opportunities for existing and new innovative products. **05**
- Q.7** (a) Write a note on Supply chain and Cold chain. **06**
(b) Explain the roll of pharmaceutical marketing within organization and medical profession. **05**
(c) Discuss the role of medical representative in pharmaceutical marketing. **05**
