

GUJARAT TECHNOLOGICAL UNIVERSITY
B.PHARM. – SEMESTER VII • EXAMINATION – SUMMER-2021

Subject Code: 2270009**Date: 09/08/2021****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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| Q.1 | (a) Explain 4P's life cycle in detail. | 06 |
| | (b) Explain ethical marketing and franchise marketing. | 05 |
| | (c) Write a short note on DPCO. | 05 |
| Q.2 | (a) Specify the requirements for Wholesale and Retail Medical store. Draw layout of good Retail Medical store | 06 |
| | (b) Describe the role of Pharmexcil and other Government institutions. | 05 |
| | (c) Write strategic marketing techniques for API, OTC & Prescription Drugs. | 05 |
| Q.3 | (a) Explain the roll of pharmaceutical marketing within organization and medical profession. | 06 |
| | (b) Discuss about product portfolio analysis and product policy. | 05 |
| | (c) Explain the terms EDQM, CDCSO, USFDA, UCPMP and NPPA. | 05 |
| Q.4 | (a) Explain Pharmacovigilance program of India. | 06 |
| | (b) Describe in detail New Product Development Process in pharmaceutical industry. | 05 |
| | (c) Explain functions of a wholesaler. | 05 |
| Q.5 | (a) Differentiate between the Registration Processes for Drugs in Europe & USA. | 06 |
| | (b) What are the Marketing & distribution strategy in International market. | 05 |
| | (c) Explain Implications of patents and trademarks on marketing. | 05 |
| Q. 6 | (a) Write a note on Supply chain and Cold chain. | 06 |
| | (b) Which are the various steps involved in personal selling. | 05 |
| | (c) Explain the efficient system of Recruitment, Training and Performance Appraisal. | 05 |
| Q.7 | (a) What do you mean by prescription research? Explain it in detail. | 06 |
| | (b) Write about sales forecasting and targeting. | 05 |
| | (c) Explain the requirements of Dossier preparation for INDIA. | 05 |
