

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 |
