

GUJARAT TECHNOLOGICAL UNIVERSITY
B.PHARM. – SEMESTER VII– • EXAMINATION – WINTER -2020

Subject Code: 2270009

Date: 16/01/2021

Subject Name: PHARMACEUTICAL MARKETING MANAGEMENT

Time: 10:30AM To 12:30PM

Total Marks: 54

Instructions:

1. Attempt any THREE questions from Q-1 to Q-6.
2. Q.7 is compulsory to attempt.
3. Make suitable assumptions wherever necessary.
4. Figures to the right indicate full marks.

- | | | |
|------------|---|-----------|
| Q.1 | (a) Highlight the role of IPR and protection on International patents in marketing. | 06 |
| | (b) What are the various steps involved in personal selling. | 05 |
| | (c) Elaborate on principles of medical advertising. | 05 |
| Q.2 | (a) What is market segmentation? Give advantages and disadvantages of pharmaceutical market segmentation. | 06 |
| | (b) Explain the efficient system of Recruitment, Training and Performance Appraisal. | 05 |
| | (c) Explain Pharmacovigilance program of India. | 05 |
| Q.3 | (a) Give the applications of IT and Management information for controlling expiry and returned goods. | 06 |
| | (b) Write a note on development and utilization of effective communication aids. | 05 |
| | (c) Explain ethical marketing and franchise marketing. | 05 |
| Q.4 | (a) Explain the roll of pharmaceutical marketing within organization and medical profession. | 06 |
| | (b) List salient features of Dossier preparation for European countries. | 05 |
| | (c) What do you mean by prescription research? Explain it in detail. | 05 |
| Q.5 | (a) Explain 4P's life cycle in detail. | 06 |
| | (b) Explain pharmaceutical marketing environment versus consumer marketing. | 05 |
| | (c) Enumerate functions of a wholesaler. | 05 |
| Q.6 | (a) Write about various pricing strategies. | 06 |
| | (b) Describe in detail New Product Development Process in pharmaceutical industry. | 05 |
| | (c) What are promotional objectives and tasks? | 05 |
| Q.7 | (a) Write strategic marketing techniques for prescription drug, medical devices and surgical products. | 06 |
| OR | | |
| | (a) List out any four functions and advantages of retailers. | 06 |
| OR | | |
| | (a) Write a note on Supply chain and Cold chain. | 06 |