

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**B.Ph. - SEMESTER-VII • EXAMINATION – WINTER -2021**

**Subject Code: 2270009****Date: 06/12/2021****Subject Name: Pharmaceutical Marketing Management****Time: 10:30am to 1:30pm****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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|-------------|--|-----------|
| <b>Q.1</b>  | (a) Write strategic marketing techniques for API, OTC & Prescription Drugs.  | <b>06</b> |
|             | (b) Explain Supply chain and Cold chain.   | <b>05</b> |
|             | (c) Differentiate between CIF and FOB in detail.   | <b>05</b> |
| <b>Q.2</b>  | (a) State the objectives of DPCO 1995. Write the formula to fix the price of retail formulation.                         | <b>06</b> |
|             | (b) Explain the terms: NPPA, USFDA, EMA, EDQM, CDCSO, TGA.   | <b>05</b> |
|             | (c) Discuss implications of patents and trademarks on marketing.   | <b>05</b> |
| <b>Q.3</b>  | (a) List salient features of Dossier preparation for African countries.  | <b>06</b> |
|             | (b) Explain the efficient system of Recruitment, Training and Performance Appraisal.                                     | <b>05</b> |
|             | (c) Write a note on Indian medical council Regulations 2002.   | <b>05</b> |
| <b>Q.4</b>  | (a) Explain 4P's life cycle in detail.   | <b>06</b> |
|             | (b) Write a note on Pharmaceutical market size and growth factors.   | <b>05</b> |
|             | (c) What are promotional objectives and tasks?   | <b>05</b> |
| <b>Q.5</b>  | (a) Describe the steps to be taken for efficient International Marketing.  | <b>06</b> |
|             | (b) Explain in detail the criteria for segmentation and add a note on segmentation on the basis of patients and doctors. | <b>05</b> |
|             | (c) Write pros and cons of Ethical and Franchise marketing.  | <b>05</b> |
| <b>Q. 6</b> | (a) Specify the requirements for Wholesale and Retail Medical store. Draw layout of Retail Medical store.                | <b>06</b> |
|             | (b) Discuss the applications of IT and Management information for controlling expiry and returned goods.                 | <b>05</b> |
|             | (c) Write a brief note on Post Market stability surveillance.  | <b>05</b> |
| <b>Q.7</b>  | (a) Describe in detail about New Product Development Process in pharmaceutical industry.                                 | <b>06</b> |
|             | (b) Write a brief note on Recent Developments related to PVPI.   | <b>05</b> |
|             | (c) Explain the role of Pharmexcil and other Government institutions in international marketing.                         | <b>05</b> |

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