

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.

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| 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 |
