

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
B.PHARM - SEMESTER- 7 EXAMINATION – SUMMER -2019

Subject Code: 2270009

Date: 20-05-2019

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) | Describe in detail New Product Development Process in pharmaceutical industry. | 06 |
| | (b) | Explain Product Portfolio Analysis. | 05 |
| | (c) | Discuss about the historical perspective and the current status of pharmaceuticals marketing. Highlight the role of patent in pharmaceutical marketing. | 05 |
| Q.2: | (a) | Write the process of market research. Add a note on research tools. | 06 |
| | (b) | Differentiate between pharmaceutical marketing and consumer marketing. | 05 |
| | (c) | Explain in detail the criteria for segmentation and a note on segmentation on the basis of patient and doctors. | 05 |
| Q.3: | (a) | Explain the roll of pharmaceutical marketing within organization and medicalprofession. | 06 |
| | (b) | Discuss strategic marketing option for Herbal and traditional systems of medicine based products. | 05 |
| | (c) | Write about product life cycle and extension of product life cycle. | 05 |
| Q.4: | (a) | Enlist the various methods of sale forecasting. Explain any two methods in detail. | 06 |
| | (b) | Write a note on distribution channel for pharmaceutical marketing. | 05 |
| | (c) | Explain the efficient system of Recruitment, Training and Performance Appraisal. | 05 |
| Q.5: | (a) | Explain ethical marketing and franchise marketing. | 06 |
| | (b) | Write a note on professional conduct, ethics and etiquetteof Indian medical council regulations 2002. | 05 |
| | (c) | Explain the applications of IT and Management information system for efficient marketing. | 05 |
| Q.6: | (a) | Enlist the various types of licenses issued by FDA for wholesale and retail sale of drugs. Write a note on Schedule N. | 06 |
| | (b) | Write a note on pharmacovigilance program of India. | 05 |
| | (c) | Explain the drug registrationprocess in African Countries. | 05 |
| Q.7: | (a) | What are the various steps involved in personal selling. | 06 |
| | (b) | Explain Uniform code of Pharmaceutical Marketing Practices. | 05 |
| | (c) | State the objectives of DPCO 1995. Write the formula to fix the price of retail formulation. | 05 |