

GUJARAT TECHNOLOGICAL UNIVERSITY
B. Pharm - SEMESTER- VII • EXAMINATION – WINTER-2016

Subject Code: 2270009

Date: 29/11/2016

Subject Name: Pharmaceutical Marketing Management

Time: 10.30 am – 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.

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|-------------|-----|--|-----------|
| Q.1 | (a) | Explain functions of a wholesaler | 06 |
| | (b) | Give the opportunities for existing and new innovative products. | 05 |
| | (c) | Discuss about various types and methods of communication. | 05 |
| Q.2 | (a) | Explain general principles of Marketing and applications to pharmaceutical marketing. | 06 |
| | (b) | Explain strategic marketing Option for active pharmaceutical ingredients (bulk drugs). | 05 |
| | (c) | Differentiate between the Registration Processes for Drugs in India & Europe. | 05 |
| Q.3 | (a) | Describe in detail New Product Development Process in pharmaceutical industry. | 06 |
| | (b) | Discuss the role of medical representatives in pharmaceutical marketing. | 05 |
| | (c) | Write process of Market Research. | 05 |
| Q.4 | (a) | What are the various steps involved in personal selling. | 06 |
| | (b) | Explain the terms, NPPA, USFDA, EMA, EDQM, CDCSO, TGA. | 05 |
| | (c) | Explain the applications of IT and Management information system for efficient marketing. | 05 |
| Q.5 | (a) | Explain Uniform code of Pharmaceutical Marketing Practices. | 06 |
| | (b) | Explain Ethical marketing & Franchise (sales promoters) marketing. | 05 |
| | (c) | Explain Supply chain and Cold chain. | 05 |
| Q. 6 | (a) | Establish balance between the Product, Pricing, Place & Promotion for the best outcome. | 06 |
| | (b) | Explain in detail the criteria for segmentation and add a note on segmentation on the basis of patients and doctors. | 05 |
| | (c) | Explain Implications of patents and trademarks on marketing. | 05 |
| Q.7 | (a) | List salient features of Dossier preparation for African countries. | 06 |
| | (b) | Explain Pharmacovigilance program of India. | 05 |
| | (c) | Discuss the strategies to be followed to achieve major competitive advantage and to win in pharmaceutical marketing. | 05 |
