

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
B.PHARM – SEMESTER – 7- EXAMINATION –WINTER - 2018

Subject Code:2270009

Date: 28/11/2018

Subject Name: Pharmaceutical Marketing Management

Time:10:30 AM TO 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.**

Q.1	(a)	List salient features of Dossier preparation for African countries.	06
	(b)	Write a note on DPCO.	05
	(c)	Explain Implications of patents and trademarks on marketing.	05
Q.2	(a)	Differentiate between the Registration Processes for Drugs in India & Europe.	06
	(b)	Highlight the Marketing organization structure in Pharmaceutical company.	05
	(c)	Explain ethical marketing and franchise marketing in detail.	05
Q.3	(a)	What are the various steps involved in personal selling.	06
	(b)	Discuss the role of medical representatives in Pharmaceutical marketing.	05
	(c)	Highlight the steps to be taken for efficient International Marketing.	05
Q.4	(a)	Explain Supply chain and Cold chain in detail.	06
	(b)	Explain the applications of IT and Management information system for efficient marketing.	05
	(c)	Write a note on development and utilization of Effective communication aids.	05
Q.5	(a)	Specify the requirements for Wholesale and Retail Medical store. Draw layout of Retail Medical store.	06
	(b)	Write a note on Indian medical council regulations 2002.	05
	(c)	Write a brief note on Recent Developments related to PVPI.	05
Q. 6	(a)	Explain the strategy of Recruitment, Training and Performance Appraisal.	06
	(b)	Enumerate functions of a wholesaler in detail.	05
	(c)	Write the functions and advantages of retailers.	05
Q.7	(a)	Discuss about product portfolio analysis and product policy in detail.	06
	(b)	Explain strategic marketing techniques for API, OTC & Prescription Drugs.	05
	(c)	Write a brief note on Post Market stability surveillance.	05
