

GUJARAT TECHNOLOGICAL UNIVERSITY
B.PHARM - SEMESTER- 8 EXAMINATION – SUMMER -2023

Subject Code: BP803TT**Date: 03/07/2023****Subject Name: Pharma Marketing Management****Time:10.30 a.m. to 1.30 p.m.****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) Discuss external forces affecting marketing environment. | 06 |
| | (b) Explain strategic marketing option for active pharmaceutical ingredients. | 05 |
| | (c) Discuss role of medical representative in pharmaceutical marketing. | 05 |
| Q.2 | (a) What are the various steps involved in personal selling? | 06 |
| | (b) Explain supply chain and cold chain. | 05 |
| | (c) Explain in detail the criteria for segmentation and add a note on segmentation on the basis of patients and doctors. | 05 |
| Q.3 | (a) Explain 4 P's of product lifecycle management. | 06 |
| | (b) Write a note on DPCO 2013. | 05 |
| | (c) Explain the application of IT and management information system for efficient marketing. | 05 |
| Q.4 | (a) Discuss pharmaceutical promotion methods. | 06 |
| | (b) Write a note on NPPA. | 05 |
| | (c) Explain objectives of market segmentation. | 05 |
| Q.5 | (a) Describe in detail New Product Development Process in pharmaceutical industry. | 06 |
| | (b) Mention essential characteristics of a successful marketing person. | 05 |
| | (c) Write process of Market Research. | 05 |
| Q.6 | (a) Discuss the strategies to be followed to achieve major competitive advantage and to win in pharmaceutical marketing. | 06 |
| | (b) Discuss about various types and methods of communication. | 05 |
| | (c) Write pros and cons of Ethical and Franchise marketing. | 05 |
| Q.7 | (a) Explain in brief the process of selecting a salesman. | 06 |
| | (b) Discuss about product portfolio analysis and product policy. | 05 |
| | (c) Write note on pharmaceuticals distribution channel. | 05 |
