

GUJARAT TECHNOLOGICAL UNIVERSITY**B.PHARM - SEMESTER- 8 EXAMINATION – SUMMER-2024****Subject Code:BP803TT****Date: 13/05/2024****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) Write a note on general concept and scope of marketing. Differentiate between marketing and selling. | 06 |
| | (b) Explain different stages of product life cycle. | 05 |
| | (c) Write a note on consumer profile in marketing. | 05 |
| Q.2 | (a) Explain in detail significance, stages and sources of market research. | 06 |
| | (b) Explain analysis of industrial buying behavior. | 05 |
| | (c) Define pricing. Write importance of pricing. | 05 |
| Q.3 | (a) What are the various steps involved in personal selling. | 06 |
| | (b) Write details about the factors affecting promotion mix. | 05 |
| | (c) Write a note on National Pharmaceutical Pricing Authority (NPPA). | 05 |
| Q.4 | (a) Give the detail about the types of product – policy decision. | 06 |
| | (b) Write note on personal selling. | 05 |
| | (c) Write a note on DPCO. | 05 |
| Q.5 | (a) Write in detail about product branding. | 06 |
| | (b) What is the significance of direct mailing? | 05 |
| | (c) Explain in detail rural marketing. | 05 |
| Q. 6 | (a) Give in detail about methods of determining budget for promotional expenditure. | 06 |
| | (b) Write role of middleman in the distribution of goods. | 05 |
| | (c) Distinguish between domestic and international marketing. | 05 |
| Q.7 | (a) Explain in detail types of retailers and wholesalers. | 06 |
| | (b) Explain tasks and components of physical distribution. | 05 |
| | (c) Write advantages and disadvantages of vertical and horizontal marketing. | 05 |
