

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

**Subject Code: BP803TT****Date: 08/12/2023****Subject Name: Pharma Marketing Management****Time:02.30 p.m. to 5.30 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.

<b>Q.1</b>	(a) Discuss on scope of marketing in pharma industry.	<b>06</b>
	(b) Explain the different stages of product life cycle.	<b>05</b>
	(c) Write a short note on retail pharmacist.	<b>05</b>
<b>Q.2</b>	(a) Explain the role of market research in pharmaceutical marketing.	<b>06</b>
	(b) Differentiate between marketing and selling.	<b>05</b>
	(c) Write a brief note on product branding.	<b>05</b>
<b>Q.3</b>	(a) Discuss in brief about the prescribing habits of physicians.	<b>06</b>
	(b) Define ‘advertising’ and discuss importance of it.	<b>05</b>
	(c) Write in brief about product management in pharmaceutical industry.	<b>05</b>
<b>Q.4</b>	(a) Explain the online promotion techniques for OTC products.	<b>06</b>
	(b) Write the importance of product positioning.	<b>05</b>
	(c) Write the importance of packaging and labelling decisions.	<b>05</b>
<b>Q.5</b>	(a) Write a brief note on selection & training of PSR.	<b>06</b>
	(b) Write a note on compensation & future prospects of PSR	<b>05</b>
	(c) Write in brief about tasks in physical distribution management	<b>05</b>
<b>Q. 6</b>	(a) Write a short note on DPCO	<b>06</b>
	(b) Discuss on medical exhibition as elements of promotion.	<b>05</b>
	(c) Discuss on importance of detailing.	<b>05</b>
<b>Q.7</b>	(a) Discuss about vertical & horizontal marketing.	<b>06</b>
	(b) Write a short note on NPPA	<b>05</b>
	(c) Write a brief note on global marketing.	<b>05</b>

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