Seat No.:	Enrolment No.

## GUJARAT TECHNOLOGICAL UNIVERSITY B.PHARM - SEMESTER- VII • EXAMINATION - SUMMER 2017

Subject Code: 2270009 Date: 10/05/2017 **Subject Name: Pharmaceutical Marketing Management** Time: 02:30 PM to 05:30 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) Write a note on Pharmaceutical market size and growth factors. 06 Discuss about various types and methods of communication. 05 **(b)** (c) Explain the roll of pharmaceutical marketing within organization and medical 05 profession. **Q.2** Explain 4P's life cycle in detail. 06 (a) Explain Ethical marketing & Franchise marketing. **(b)** 05 Explain the applications of IT and Management information system for (c) 05 efficient marketing. **Q.3** 06 Write about requirement of Wholesale & Retail medical store. (a) Explain implication of patents & trademarks on marketing. 05 **(b)** Write a note on DPCO. 05 (c) 0.4 06 Write about Registration of drugs in India (a) Write a note on Pharmacovigilance program of India. **(b)** 05 Explain implications of patents and trademarks on marketing. 05 (c) **Q.5** Write strategic marketing techniques for API, OTC & Prescription Drugs. 06 (a) **(b)** Write about Marketing organization structure in pharma company. 05 Describe the role of Pharmexcil and other Govt. institutions in International 05 (c) Marketing. What are the Marketing & distribution strategy in International market. Q. 6 (a) 06

Describe the steps to be taken for efficient International Marketing.

Discuss the role of medical representatives in pharmaceutical marketing.

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What do you mean by prescription research? Explain in detail.

05

05

06

05

05

Write about medical advertisement.

Write about Sales forecasting & targeting.

**(b)** 

(c)

(a)

**(b)** 

(c)

**Q.7**