Seat No.: _____ Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

B.PHARM. - SEMESTER– VII • EXAMINATION – SUMMER-2016

Subject Code: 2270009 **Date: 13/05/2016**

Subject Name: Pharmaceutical Marketing Management

Time: 2:30 PM to 5:30 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)**	What do you mean by prescription research? Explain in detail.	**06**
	(b)	Discuss about the historical perspective and the current status of pharmaceuticals marketing. Highlight the role of IPR, GATT and protection on International patents in marketing.	**05**
	(c)	Discuss why it is important to study prescribing behavior. What questions need to be answer after careful study of physician prescribing behavior?	**05**
Q.2	**(a)**	Discuss the strategies to be followed to achieve major competitive advantage and to win in pharmaceutical marketing.	**06**
	(b)	Explain the roll of pharmaceutical marketing within organization and medical profession.	**05**
	(c)	Discuss about product portfolio analysis and product policy.	**05**
Q.3	**(a)**	Describe in detail New Product Development Process in pharmaceutical industry.	**06**
	(b)	Discuss about various types and methods of communication.	**05**
	(c)	How will you evaluate new products?	**05**
Q.4	**(a)**	List out any four functions and advantages of wholesalers and retailers.	**06**
	(b)	Discuss about product life cycle in detail.	**05**
	(c)	Explain the steps involved in new product development.	**05**
Q.5	**(a)**	Describe various process and procedures involved in pharmaceutical distribution.	**06**
	(b)	What are the various steps involved in personal selling.	**05**
	(c)	Discuss the role of medical representatives in pharmaceutical marketing.	**05**
Q. 6	**(a)**	Write about various pricing strategies.	**06**
	(b)	Elaborate on principles of medical advertising.	**05**
	(c)	What are promotional objectives and tasks?	**05**
Q.7	**(a)**	Explain in detail the criteria for segmentation and add a note on segmentation on the basis of patients and doctors.	**06**
	(b)	Enlist members of Pharmaceuticals distribution Channel. Explain in detail.	**05**
	(c)	Enumerate functions of a wholesaler.	**05**

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