

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

B.PHARM – SEMESTER – VII • EXAMINATION – WINTER – 2015

Subject Code: 2270009

Date: 16/12/2015

Subject Name: Pharmaceutical Marketing Management

Time: 10.30 AM to 1.30 PM

Total Marks: 80

Instructions:

- 1. Attempt any five questions.**
- 2. Make suitable assumptions wherever necessary.**
- 3. Figures to the right indicate full marks.**

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|-------------|-----|---|-----------|
| Q.1 | (a) | Differentiate between the Registration Processes for Drugs in India & Europe. | 06 |
| | (b) | List salient features of Dossier preparation for African countries. | 05 |
| | (c) | Briefly explain the implications of Patents and Trademarks on marketing. | 05 |
| Q.2 | (a) | How Pharmaceutical marketing differs from Consumer marketing? | 06 |
| | (b) | Write process of Market Research. | 05 |
| | (c) | Draw the organogram of the marketing team of a Pharmaceutical organization with the responsibilities at each level. | 05 |
| Q.3 | (a) | Mention essential characteristics of a Successful Marketing person. | 06 |
| | (b) | Write strategic marketing techniques for API, OTC & Prescription Drugs. | 05 |
| | (c) | Highlight the effect of Pharmacovigilance Program of India (PVPI). | 05 |
| Q.4 | (a) | Write a note on DPCO. | 06 |
| | (b) | Describe the steps to be taken for efficient International Marketing. | 05 |
| | (c) | What do you know about Sales Forecasting and Targeting? | 05 |
| Q.5 | (a) | Explain the efficient system of Recruitment, Training and Performance Appraisal. | 06 |
| | (b) | Write pros and cons of Ethical and Franchise marketing. | 05 |
| | (c) | Establish balance between the Product, Pricing, Place & Promotion for the best outcome. | 05 |
| Q. 6 | (a) | Write a note on development and utilization of Effective communication aids. | 06 |
| | (b) | Describe the role of Pharmexcil and other Govt. institutions in International Marketing. | 05 |
| | (c) | Explain the applications of IT and Management information system for efficient marketing. | 05 |
| Q.7 | (a) | Specify the requirements for Wholesale and Retail Medical store. Draw layout of a good Retail Medical store. | 06 |
| | (b) | How will you promote Medical devices, Surgical products, Herbal as well as medicines of other Traditional systems of medicines? | 05 |
| | (c) | Explain the terms CDCSO, NPPA, USFDA, EMA and EDQM. | 05 |
