

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.

- 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**
