

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
B.PHARM – SEMESTER – 8 EXAMINATION – SUMMER-2025

Subject Code: BP803TT

Date: 16-05-2025

Subject Name: Pharma Marketing Management

Time: 10.30 AM TO 01.30 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) Define Marketing. Write a difference between marketing and selling. | 06 |
| | (b) Describe the factor affecting consumer buying behavior. | 05 |
| | (c) How do socio-psychological characteristics of consumer's influence market segmentation? | 05 |
| Q.2 | (a) Describe various stages for development of new pharmaceutical product. | 06 |
| | (b) Explain significance of marketing research. | 05 |
| | (c) What is product branding? Write types of brand names with examples. | 05 |
| Q.3 | (a) Explain product life cycle stages. | 06 |
| | (b) Define promotional budget. Discuss methods of determination of promotion budget. | 05 |
| | (c) Discuss the trends in OTC drug marketing in India. | 05 |
| Q.4 | (a) Explain marketing channel and discuss role and function of middlemen. | 06 |
| | (b) Explain type of channels conflicts. | 05 |
| | (c) How to select appropriate channels of distribution? | 05 |
| Q.5 | (a) Define PSR and explain duties of PSR. | 06 |
| | (b) Write a note on personal selling. | 05 |
| | (c) Discuss about various types and methods of communication. | 05 |
| Q. 6 | (a) Explain the following: Vertical marketing, Rural marketing, Industrial marketing | 06 |
| | (b) Describe importance of pricing. | 05 |
| | (c) Explain various pricing methods. | 05 |
| Q.7 | (a) Explain the elements of global marketing. | 06 |
| | (b) Write a note on DPCO 2013. | 05 |
| | (c) Write a note on NPPA. | 05 |
