

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
B.PHARM - SEMESTER– 8 EXAMINATION – WINTER -2024

Subject Code:BP803TT

Date: 28-11-2024

Subject Name: Pharma 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.

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|-------------|-----|--|-----------|
| Q.1 | (a) | Discuss the scope of Pharmaceutical marketing. | 06 |
| | (b) | Differentiate the Selling and Marketing? How Pharma Marketing is different from general marketing? | 05 |
| | (c) | Which are the important consideration in Pharma Marketing? How socio-psychological characteristics of the consumer affect the Marketing? | 05 |
| Q.2 | (a) | List the different methods of Market Research? Discuss any one. | 06 |
| | (b) | Discuss the product life-cycle. | 05 |
| | (c) | Which are the factors are important for new product decision? | 05 |
| Q.3 | (a) | How industries are doing product branding? Write the importance of it. | 06 |
| | (b) | Write a brief about product management in Pharma industry. | 05 |
| | (c) | Write the different methods of Promotion of Pharma product. | 05 |
| Q.4 | (a) | Which are the main constrains in Pharma advertising? How personal selling is effective than other methods of promotion? | 06 |
| | (b) | Discuss the online promotional techniques for OTC Products. | 05 |
| | (c) | Write about the determinants of promotional mix. | 05 |
| Q.5 | (a) | How Pharma Marketing channel is decided? | 06 |
| | (b) | Discuss the Strategic importance and tasks in physical distribution management. | 05 |
| | (c) | Write the duties of PSR. | 05 |
| Q. 6 | (a) | Write the selection method of PSR. Which training is required for it? | 06 |
| | (b) | Discuss the norms of customer calls. | 05 |
| | (c) | Write the pricing methods and strategies. | 05 |
| Q.7 | (a) | How the price of a product is decided? Which are the important parameters that affect the price? | 06 |
| | (b) | Write about the DPCO. | 05 |
| | (c) | Differentiate the vertical and horiozontal marketing. Write about the global marketing. | 05 |
