

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**B.PHARM – SEMESTER – VIII EXAMINATION – WINTER-2025**

**Subject Code: BP803TT****Date:19-11-2025****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.

<b>Q.1</b>	(a) Discuss about vertical and horizontal marketing.	<b>06</b>
	(b) Explain the role of market research in pharmaceutical marketing.	<b>05</b>
	(c) Explain in brief the process of selecting a salesman.	<b>05</b>
<b>Q.2</b>	(a) Explain the different stages of product life cycle.	<b>06</b>
	(b) What is the importance of new product decisions?	<b>05</b>
	(c) Write the significance product modification	<b>05</b>
<b>Q.3</b>	(a) Explain the application of IT and management information system for efficient marketing.	<b>06</b>
	(b) Define advertisement; Explain in detail the function of advertisement.	<b>05</b>
	(c) Write a note on advertising and publicity as elements of promotion.	<b>05</b>
<b>Q.4</b>	(a) Discuss pharmaceutical promotion methods.	<b>06</b>
	(b) What are the determinants of promotional mix?	<b>05</b>
	(c) Distinguish between product mix and product line	<b>05</b>
<b>Q.5</b>	(a) Describe in detail new product development process in pharmaceutical industry.	<b>06</b>
	(b) Discuss external forces affecting marketing environment.	<b>05</b>
	(c) Discuss role of medical representative in pharmaceutical marketing.	<b>05</b>
<b>Q. 6</b>	(a) Write a note on DPCO 2013	<b>06</b>
	(b) Write the objectives and importance of NPPA.	<b>05</b>
	(c) Write a note of training and compensation of PSR.	<b>05</b>
<b>Q.7</b>	(a) Write note on pharmaceuticals distribution channel.	<b>06</b>
	(b) Write pros and cons of Ethical and Franchise marketing.	<b>05</b>
	(c) Discuss about product portfolio analysis and product policy.	<b>05</b>

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