

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**B.Pharm- SEMESTER- VIII • EXAMINATION – SUMMER -2022**

**Subject Code: BP803TT**

**Date: 06/06/2022**

**Subject Name: Pharma marketing Management**

**Time: 10:30am to 01:30pm**

**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) Define marketing. Explain various scope and functions of marketing. **06**  
(b) Write difference between marketing and selling. Write stages of buying process. **05**  
(c) Write a note on motivation and prescribing habits of the physician. **05**
- Q.2** (a) Zen Pharmaceuticals company is planning to launch cosmetic products, discuss marketing research for that product market success. **06**  
(b) Describe factors affecting consumer buying behavior. **05**  
(c) Describe product life cycle stages. **05**
- Q.3** (a) Describe various stages for development of new pharmaceutical product. **06**  
(b) What is product branding? Write types of brand names with examples. **05**  
(c) Discuss various types of product policy decision to improve market size. **05**
- Q.4** (a) Discuss various sales promotional activities for existing product and new product. **06**  
(b) Define promotional budget. Discuss methods of determination of promotion budget. **05**  
(c) Describe different marketing strategies /techniques for OTC products. **05**
- Q.5** (a) Explain marketing channel. Discuss role and functions of middlemen. **06**  
(b) Write a note on personal selling. **05**  
(c) When channel conflict arises, explain types of conflicts with causes of it arise. **05**
- Q. 6** (a) Explain the following: Vertical marketing, Rural marketing, Industrial marketing **06**  
(b) Write a detail note on emerging concepts in marketing **05**  
(c) Mr. Shushil is head of marketing in X pharma company to overcome the destructive channel conflicts, which policies/solutions he will implement. **05**
- Q.7** (a) What are duties of professional sales representative (PSR). Discuss importance of training to PSR. **06**  
(b) Explain major determinants of price of product. **05**  
(c) Describe pricing methods and strategies. **05**

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