

GUJARAT TECHNOLOGICAL UNIVERSITY
B.Pharm - SEMESTER-VIII • EXAMINATION – WINTER -2021

Subject Code: BP803TT**Date: 25/11/2021****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 Branding? Explain different types of brand. | 06 |
| | (b) Discuss the steps involved in consumer buying process. | 05 |
| | (c) Explain the role of market research in pharmaceutical Marketing. | 05 |
| Q.2 | (a) Explain the different stages of product life cycle. | 06 |
| | (b) Distinguish between marketing & selling? | 05 |
| | (c) How do socio-psychological characteristics of consumer's influence market segmentation? | 05 |
| Q.3 | (a) Discuss briefly the prescribing habits of a physician. | 06 |
| | (b) What is the importance of new product decisions? | 05 |
| | (c) Write the significance product modification. | 05 |
| Q.4 | (a) Explain the different promotion techniques for OTC products. | 06 |
| | (b) Write a note on advertising and publicity as elements of promotion. | 05 |
| | (c) Differentiate between product line and product mix. | 05 |
| Q.5 | (a) What are the factors to be considered in pricing of pharmaceutical products? | 06 |
| | (b) Define Advertisement? Explain in detail the functions of advertisement? | 05 |
| | (c) What are the determinants of promotional mix? | 05 |
| Q.6 | (a) Write a note on selection and duties of a professional sales representative. | 06 |
| | (b) What are basis for selection of channels of distribution? | 05 |
| | (c) Write the functions of DPCO. | 05 |
| Q.7 | (a) Discuss about vertical and Horizontal Marketing. | 06 |
| | (b) Write a note of training and compensation of PSR. | 05 |
| | (c) Write the objectives and importance of NPPA. | 05 |
