

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**B.Ph. - SEMESTER-VIII • EXAMINATION – WINTER -2022**

**Subject Code:BP803TT****Date:28/12/2022****Subject Name: Pharma Marketing Management****Time: 02:30pm to 05:30pm****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) Discuss any three emerging concepts in marketing. **06**  
(b) Explain the pharmaceutical marketing channels selection process. **05**  
(c) What is a Product? Explain Product Mix and Product Line. **05**
- Q.2** (a) Discuss product portfolio analysis and its significance. **06**  
(b) Provide an overview of Drug Price Control Order **05**  
(c) Discuss the trends in OTC drug marketing in India. **05**
- Q.3** (a) Marketing research helps to reduce the uncertainty surrounding the decisions to be made - Justify the statement. **06**  
(b) Write a note on factors influencing prescribing decisions of physicians. **05**  
(c) Draw a labelled diagram of physical distribution management. **05**
- Q.4** (a) Discuss the objective and importance of Pharma Marketing Management. **06**  
(b) Discuss - How pharma brands can amplify sustainable packaging? **05**  
(c) Discuss the role of public relations in product promotion. **05**
- Q.5** (a) Analyze the consumer buying behavior and industrial buying behavior. **06**  
(b) Selling transforms the goods into money, but marketing is the method of serving and satisfying customer needs (True/false). Justify your answer. **05**  
(c) Discuss the socio-psychological characteristics of the consumer. **05**
- Q.6** (a) Write a detail note on professional sales representative. **06**  
(b) Explain product management in pharmaceutical industry. **05**  
(c) Discuss the role National Pharmaceutical Pricing Authority. **05**
- Q.7** (a) Discuss four types of market segmentation. **06**  
(b) Write a note on pharma product lifecycle management. **05**  
(c) Discuss the factors influencing patient choice of community pharmacy. **05**