

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

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

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA - SEMESTER-III • EXAMINATION – SUMMER • 2014**

**Subject Code: 839902**

**Date: 03-06-2014**

**Subject Name: Pharmaceutical Management**

**Time: 14:30 pm - 17:30 pm**

**Total Marks: 70**

**Instructions:**

- 1. Attempt all questions.**
- 2. Make suitable assumptions wherever necessary.**
- 3. Figures to the right indicate full marks.**

- Q.1 (a) What are the ethical issues facing by pharmaceutical companies as far as International market is concern? 07  
(b) How strategic alliance help in Research and Development of Pharmaceutical company? 07
- Q.2 (a) What is the important of Location and Layout of Pharmaceutical Company? What are the steps to be followed in Location and Layout decision? 07  
(b) How operation excellences in pharmaceutical industry act as competitive advantage? 07  
OR  
(b) How supply chain is managed in pharmaceutical industry? Explain the role of distributors in pharmaceutical supply chain. 07
- Q.3 (a) Explain how pharmaceutical market is segmented in different therapeutic groups? 07  
(b) Explain the role of Medical Representative in selling and distribution of medicines. 07  
OR
- Q.3 (a) Explain the role of Sales Force Automation (SFA) in Pharma Marketing Information System (PMIS) 07  
(b) How the New Product Development (NPD) in pharmaceutical sector is differ from other sector? 07
- Q.4 (a) What are the main implications included in Drug and Cosmetic Act 1940? 07  
(b) How the selling, marketing and distribution are being affected due to new DPCO? 07  
OR
- Q.4 (a) What are the necessities of MRTP act in pharmaceutical sector? 07  
(b) Write note on Poisons act 1991. 07
- Q.5 (a) What is neuron? How reflection arc is work in body? 07  
(b) Write difference between Endocrine glands and Exocrine glands. 07  
OR
- Q.5 (a) Write note on Structure and Function of skeletal muscles. 07  
(b) Write note on Urine Formation in human body. 07

\*\*\*\*\*