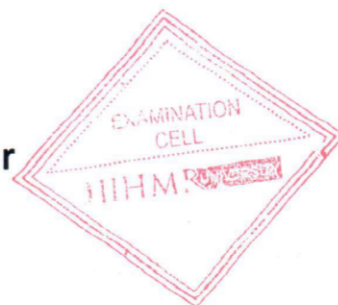


IIHMR UNIVERSITY
The IIHMR University, Jaipur
School of Pharmaceutical Management
MBA Pharmaceutical Management
Batch 07th (2015-2017)
Market Research
Term Examination



Time-3 Hours

Max.Marks-70

Note- Attempt any **Four** questions from part A and any **two** questions from part B.

-Save the output of **Part A** questions in a separate folder with your name and role number on the desktop of your system.

-Mention the steps and answers of Questions number (1,2,3,4,5,6,7) in **your exam answer sheet also for section A .**

Part A

Q.1 (a) Summarize the total sales quarter wise and identify which quarter has the largest sales. from the **Data sheet q1.**

&

Q.1 (b) Summarize the total sales year wise (**Data sheet q1**). Create a pivot chart to summarize this information. (10 marks).

Q.2 The survey worksheet (**Data sheet q2**) contains Monthly sales during (1992 to 2016) of molecule A of Pharmaceutical Company. Estimate the sales for 2017. Find the trend line to predict the sales of Molecule A for the year 2018. (10 Marks)

Q.3 The Research and Development expenditure of Indian pharmaceutical company before and after the Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS) is mention in **Data sheet q3**.The Indian government gives a project to a marketing research agency to determine that whether the R&D expenditure of companies has improved significantly after the agreement. Comment (10 marks)

Q.4 Identify the most important attribute which influence patient decision to buy a pain killer (OTC) (**Data sheet q4**). (10 marks)

Q.5 In recent times Sunpharma has to face a cut throat competition for selling their fourth generation antibiotic CIPLOX against a leading pharmaceutical company molecule named as

Ciprobid, even though the company has a good reputation among doctors. The company is interested in knowing specific promotion method that they need to concentrate upon for discouraging doctors to prescribe Ciprobid. The related data from a research planned for this is attached in **Data sheet number (Q5)**. (10 marks)

Q.6 Statistical data (Data sheet Q6) on online sales of last 15 weeks of **netmeds.com** is collected by regional head of the company .The company feels the online retail sales of prescription drugs on the website is dependent on annual income of consumer, weekly advertizing expenditure incurred by them to make customer aware about their website and number of customer visiting the website. Hence the company wants to understand the role of annual income of consumers, weekly advertising expenditure and the number of customers visits the website in generating sales. The company also wish to calculate the online retail sales forecast for 16th week if 1200 target consumers visits the website who have the annual income of 10 Lakhs and company spend on advertisement 26000/- rs in that week. (10 marks).

Q.7 Indian pharmaceutical company “A” wish to introduce a drug with the name of ETOXIB which belongs to the class of non-steroidal anti-inflammatory drugs (NSAIDs) for relieve pain and swelling due to diseases affecting the muscles, joints and tendons. The Drug may possess three attribute and each with three levels. Indentify the most important attribute and most suitable combination according to doctor. (10 marks)

Generate Conjoint Card with three attributes and three levels of NSAID. Physicians are asked to rank these cards.			
Attribute	Level I	Level II	Level III
Dose	60 mg	90 mg	120 mg
Price	90 rs per strips(10 tablets)	104 rs per strips(10 tablets)	130 rs per strips(10 tablets)
Efficacy	Low	Medium	High

Part B

Q.8 Discuss the steps in marketing research process. (15 Marks)

Q.9 Discuss the types and importance of marketing research. (15 Marks)

Q.10 PediaSure is a nutritious food supplement which is marketed by Abott as OTC product. The product claims that it provides balanced nutrition for young Child’s growth. This product is available in the form of powder form with different flavors. Abott wants to carry out a descriptive research on “Mother’s perception towards PediaSure in Urban India”. Design an appropriate questionnaire including objectives, research methodology. (15 Marks)

