IIHMR UNIVERSITY

School of Pharmaceutical Management

MBA Pharmaceutical Management

Batch-07th (2015-2017) Second Year

Project and Entrepreneurship Management

Term Examination

Time - 3 Hour **MM-70**

Instructions:

The question paper is divided in two sections: Section-A (35 Marks) and Section-B (35 Marks). Please read the instructions carefully for both the sections before answering the questions.

SECTION-A (35 Marks)

Q. 1. What is feasibility study? Bring out the steps of conducting feasibility study in the pre-operation phase. **(15)**

Q. 2. Draw the startup process for an entrepreneurial venture. **(15)**

Q. 3. Discuss the any one technique of project planning. **(5)**

SECTION-B (35 Marks)

Q. 1. Explain briefly the importance of project management in Pharmaceutical industry. **(5)**

Q. 2. Explain the steps in project lifecycle management. Cite relevant examples in context to the answer. **(10)**

Q. 3. Discuss briefly the steps involved in project selection and screening process. **(10)**

Q. 4. Solve the case study - **MARINE NEUTRACEUTICALS - A GROWING BUSINESS OPPURTUNITY**

Vital nutrients harvested from marine ecosystems are a rich and growing segment of the nutraceuticals market. Fish, krill, microalgae and their derived components all boast myriad benefits for human health, with substantial clinical research. Chief among these dietary ingredients are omega-3 fatty acids, which are derived from a variety of sources. According to Euromonitor International, sales of dietary supplements marketed or sold as fish oil/omega fatty acids (including cod liver oil, other marine-based oils, and plant-based oils) amounted to approximately \$3.6 billion globally in 2016, with a CAGR of 4.2% from 2011-2016.

The omega-3 industry has seen consistent growth, and while there was a slight "correction" in recent years, the future remains bright for this mature market, according to Dan Murray, vice president of business development, Xsto Solutions, LLC, Morristown, NJ, which offers both marine and algal ingredients. However, it's important for companies to demonstrate sustainability of their supply chains. "Consumers want to know the category is sustainable and we are not obliterating an entire species or two," he said.

Question: Realizing the tremendous business potential in the area of marine nutraceuticals design a project management road map for Venturing into the business arena of marine nutraceuticals. **(10)**