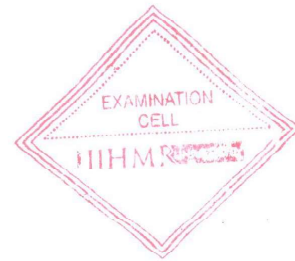


IIHMR UNIVERSITY
The IIHMR University, Jaipur
Institute of Health Management Research
MBA Pharmaceutical Management
Batch 08th (2016-2018)
Market Research
Term Examination



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 Summarize the total sales of Revital region wise and product wise. Identify which region has the largest sales from the Data sheet q1. Create a pivot chart to summarize this information. (10 marks)

Q.2 Ajanta Pharmaceutical gives a project to IIHMR University to determine that whether the sales revenue of the company has improved their ability to do CSR activity (Data sheet q2). Comment. (10 marks)

Q.3 The survey worksheet (Data sheet q3) contains Reveune of Hindustan Latex Limited during (2005 to 2017). Estimate the revenue for 2018. (10 marks)

Q.5 A small group of 30 medical representative are being selected to receive two training programs using different methodology to enhance their sales performance. The employees were asked to rate the usefulness of training program on a 4-point scale. Rating of 4 is assigned to excellent and 1 is for poor. The president has collected the information from the employees to determine whether there is a difference in learning between the two types of training. (Data sheet 4). (10 marks)

Q.5 The summary data sheet contains region wise number of doctors who prescribed three brands of Gliclazide which is an oral hypoglycemic (anti-diabetic drug), prescribed for type 2 diabetes. Identify the most preferred brand (Data sheet q5). (10 marks)

Q.6 Statistical data (Data sheet Q6) on sale of KRACK cream by Paras pharmaceutical is collected for 15 territories. The company feels sales in a territory depends on market potential in that territory, number of sales people in the territory, number of exiting customer and competitor activity in the territory. Hence the company wants to understand the role of these variable in generating the sales in the territory. The company also wish to calculate sales forecast if the potential of a territory is 50 lakhs with a customer base of 80000 and 6 sales people working in it. (10 marks).

Q.7 Indian pharmaceutical company "A" wish to introduce a drug with the name of Baxdela (delafloxacin) tablets, capsules and injection for the treatment of acute bacterial skin and skin structure infection. The Drug may possess three attributes and each with three levels. Identify the most important attribute offering maximum utility and most suitable combination according to doctor. (10 marks)

Generate Conjoint Card with three attributes and three levels of Delafloxacin. Physicians are asked to rank these cards.

Attribute	Level I	Level II	Level III
Dose form	tablet	capsule	injection
Price	200 rs per strips (10 tablets)	250 rs per strips (10 capsules)	130 rs per injection
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 **Bournvita**, is a brand of malted and chocolate malt drink mixes was marketed as a health food for young child growth by Cadbury. This product is available in the form of powder form with different flavors. Cadbury wants to carry out a descriptive research on "Customer satisfaction towards **Bournvita**, in Urban India". Design a questionnaire (maximum 15 questions) to measure the customer satisfaction towards Bournvita. (15 Marks)

