



**School of Pharmaceutical Management
MBA Pharmaceutical Management
Batch-08th (2016-2018)
Second Year
Project and Entrepreneurship Management**

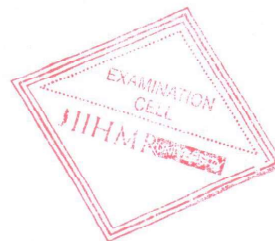
Term Examination

Time - 3 Hour

MM-70

Case-Rajalakshmi Medicals

Life as a young widow with a daughter to look after, and living in a small town in Kerala is a challenge, which will force any average woman to throw up her hands in despair and curse one's fate. But not Uma Maheswari, a woman with grit and determination. She decided to take up the challenge life threw at her with the demise of her husband and joined a local textile showroom as a sales girl, as she had no other skills to highlight. Soon she found out that the paltry earnings as a salesperson would never help her make both ends meet. Unwilling to succumb to the demands of the situation she started discussing her plight with her brother who is in the business of pharmaceutical distribution, and runs a pharmacy. After prolonged discussions, the brother-sister duo decided to start a medical shop called "Rajalakshmi Medicals". But the cost of leasing a building within the town was prohibitively costly and they decided to set up the shop at a relatively deserted area in the outskirts of the town, but in a middle-class locality, by the main road, even though no hospitals or clinics existed there. The challenge was to make the shop a popular one among the local people for which they needed innovative and cost-effective strategies. Using his contacts among major pharma distributors, Uma's brother could arrange a strong chain of suppliers of most common drugs and other chemicals used by people in the locality, which could be sold without a medical prescription from a qualified Medico. It was essential for the shop to send out a message that the drugs available in the shop were original and were sold at a discount, thanks to the pattern of large-scale purchase by the shop, as per unit price could be lower with volume of sales. As there was a limit to the turnover in drugs, they added more products to the sales list such as cosmetics, personal hygiene products, baby food, apart from drugs, and medicines from other streams of medicine like Ayurveda, Unani, Homeopathy, etc. Having done all the basics needed for the success of their venture, they established contacts with doctors in and around the town so that the shop was often referred to their patients by the doctors themselves because the services, products, and pricing where any drug is made available to the clients once the orders are placed, with door delivery too being arranged for, in case of need. Having thus established themselves amongst the locals as a trustworthy establishment, the present challenge for Uma is to retain her edge over competition by constantly improving and innovating the services offered to their clients, for no opportunity to acquire a new customer can be lost by any business.



Q.1 Suggest an expansion project for Uma and prepare a feasibility plan of the expansion idea considering the case (15)

Q.2 Short notes on any two- (5 marks)

- (a) Business Plan
- (b) Sources of finance
- (c) Entrepreneurial culture
- (d) Techniques of project planning

Q.3 Critically analyze the entrepreneurial competencies required to become a successful entrepreneur. (10)

SECTION B
(35 Marks)

NOTE: ALL THE QUESTIONS ARE COMPULSORY IN SECTION B

Q1. Explain briefly the importance of project management in Pharmaceutical industry. (05)

Q2. Explain the steps in project lifecycle management. Cite relevant examples in context to the answer (10)

Q3. Discuss briefly the steps involved in project selection and screening process. (10)

Q4. Solve the case study (10)

Today, millennials largely perceive coconut as a naturally healthy food, and say it's one of the main reasons they purchase coconut-based food products, according to new research by New Nutrition Business.

In a series of focus groups, people aged 24-33 from 13 different countries tasted several coconut-based milks, yogurts, snacks and an ice-cream, and discussed their opinions.

Most of the participants liked the taste of coconut, with many expressing surprise at how much they enjoyed coconut-based products. The overwhelming opinion was that coconut was best combined with other flavors, preferably sweet ones.

The most appealing categories for coconut were bakery and confectionery, while coconut-based yogurts were the least well-received. These results reveal a gap in the market and an opportunity for companies to develop coconut yogurts.

Coconut-based dairy alternatives were popular among both dairy-avoiders and regular milk consumers, indicating that companies should target dairy-free products with coconut at a wider audience than dairy-avoiders, and highlight taste as a benefit.

The research findings add to a growing number of factors lining up in favor of coconut, such as:



- A 318% increase in the number of products launched with coconut from 2010 to 2016
- A steady growth of scientific studies on coconut
- Google searches for “coconut” and “health” that show consumer interest in coconut’s health benefits has been growing globally since 2010.

Question: Realizing the tremendous business potential in the area of coconut based product , design a project management road map which could be implemented in your organization for increasing the business

