



School of Pharmaceutical Management

MBA Pharmaceutical Management

Batch-09 (2017-2019) – 2 Year

Project and Entrepreneurship Management

Term Examination



Time - 3 Hour

MM-70

The question paper contains 02 printed page.

SECTION A
(35 Marks)

NOTE: ALL THE QUESTIONS ARE COMPULSORY IN SECTION A AND 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)

A new study has found that athletes who consumed a probiotic daily may benefit by boosting immunity and recovery following strenuous training or play by reducing levels of tumor necrosis factor-alpha (TNF- α), a pro-inflammatory compound. The study, called *Effects of Probiotic (Bacillus subtilis DE111) Supplementation on Immune Function, Hormonal Status, and Physical Performance in Division I Baseball Players* was recently published in the journal *Sports*.

The study authors write, "Athletes regularly engage in rigorous exercise training, which leads to accumulating amounts of physical stress. While daily moderate intensity physical activity has been shown to have positive effects on the immune system, prolonged periods of intense training and competition may lead to immune dysregulation. As a result of mucosal and systemic immune suppression, it is common for competitive athletes to become susceptible to infections, which may reduce the frequency and quality of physical training and athletic competition."

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

SECTION B

(35 Marks)

Q. 1 Consider the following table summarizing the launching of a Product in Market.

KIND OF ACTIVITY	ACTIVITY	PREDECESSOR (s)	DURATION (WEEKS)		
			Optimistic time	Most likely time	Pessimistic time
Product Idea Brainstorming	A	no	5	6	7
Evaluate the Ideas	B	no	1	3	5
Market Evaluation	C	no	1	4	7
Analyze the Competitive Situation	D	A	1	2	3
Prototype and Marketing	E	B	1	2	9
Market Testing	F	C	1	5	9
Product testing	G	c	2	2	8
Packaging/labelling/transportation	H	E,F	4	4	10
Final product quality check	I	D	2	5	8
Prepare for Launch	J	H,G	2	2	8

- A) Construct the Project Network using Project Evaluation and Review technique (PERT). (5)
- B) Find the expected duration and variance of each activity. (10)
- C) Find the critical path and expected project completion time. (10)
- D) What is the probability of computing the project on or before 15 weeks? (10)

