IIHMR UNIVERSITY

School of Pharmaceutical Management

MBA Pharmaceutical Management

Batch-09 (2017-2019) – 2nd Year

Strategic Management

EXAMINATION CELL IIHMR

Term Examination

Time - 3 Hours **MM-70**

ALL QUESTIONS ARE COMPUSORY

Q1.Why is environmental analysis important for an organization and for a product? What are some important technological, social, political, regulatory, economic, and competitive issues that are affecting pharmaceutical industry today? (10)

Q2. Using Porter's five force model .conduct pharmaceutical industry area competitor analysis for a particular pharmaceutical company with which you are familiar. (10)

Q3. Which activities, primary or support, are more important in the organizational value chain? Explain your answer using the example of a pharmaceutical company. (10)

Q4.Many organizations engaged in vertical and horizontal integration in the 1980s and 1990s. At the beginning of the new century the pace of integration slowed.
Why have vertical and horizontal integration become less popular for pharmaceutical health care organizations? (10)

Q5. a) How is market development different from product development? Market Penetration? Provide examples of each. (5)

b) Compare and contrast a divestiture strategy with a liquidation strategy. (5)

Q6. Explain Porter's generic strategies. How do they position the organization's products and services in the market? (10)

Q7. What adaptive strategic alternatives are indicated for each stage of the product life cycle? (10)

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