Enrolment No.: ……………………………

IIHMR UNIVERSITY

School of Pharmaceutical Management

MBA Pharmaceutical Management
Batch-14th (2022-2024)
Second Year, Term 6 End Term Examination, March 2024

PHRM-750 Market Access of Pharmaceutical Products

Time - 3 Hour **Maximum Marks: 50 (Minimum Marks: 20)**

Instructions to students:

- **This question paper contains 2 printed pages.**
- **Don't write anything on the Question Paper except writing your Enrolment No.**

Part A

(Maximum Marks: 5)

Q1. State True or False for the following statements (1 mark each):

(a). The French Agency for Health Products Safety (ASM) is a public establishment under the authority of the French Ministry of Health. On behalf of the French State, it is responsible for the safety of health products and promotes access to therapeutic innovation.

(b). The Medicines and Healthcare products Regulatory Agency regulates medicines, medical devices and blood components for transfusion in the UK. MCBA is an executive agency, sponsored by the Department of Health and Social Care.

(c). "Health Quality" means every person has equal opportunity to remain healthy and no one is disadvantaged by their income, social position, location, or other circumstances to get the best healthcare available.

(d). Value-based pricing in its literal sense implies basing pricing on the product benefits perceived by the customer instead of on the exact cost of developing the product.

(e). In health care, payers are generally entities that finance or reimburse the cost of health products and services

Part B

(Maximum Marks: 15)

Answer the following questions, briefly (5 mark each).

Q2. "The WTO defines MA as a set of conditions, tariff and non-tariff measures, agreed by WTO members for the entry of specific goods into their markets". Elaborate the statement citing suitable examples in support of your answer.

Q3. Elaborate the four main features that clearly differentiate the healthcare market from other markets. Cite suitable examples in support of your answer.

Q4. "Value-based pricing in its literal sense implies basing pricing on the product benefits perceived by the customer instead of on the exact cost of developing the product."
Explain the statement citing suitable examples.

Part C

(Maximum Marks: 30)

Answer the following questions in detail. (10 mark each).

Q5. State in brief the decision making in public health in context to market access in Developed countries.

Q6. State the components of Health Technology Assessment vital for Market access in Developed and emerging countries.

Q7. Discuss the relevance of International Reference Pricing (IRP) for Market access in Developed and emerging countries.