



School of Pharmaceutical Management

MBA Pharmaceutical Management

Batch-14th (2022-2024)

Second Year, Term 5 End Term Examination, December 2023

PHRM-743 Pharma Sales and Distribution Management

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. Choose the most appropriate option for each of the following: (each question carries 1 mark).

- (a) When a pharmaceutical companies or its authorized agents supply or contract to supply medicines directly to any hospital, medical college, corporate organizations, centralized institutions like group practices, integrated delivery networks (IDNs) etc are known as
- (i) Prescription Sales
 - (ii) OTC Sales
 - (iii) FMCG Sales
 - (iv) Institutional Sale
- (b) The AIDAS theory of Selling "S" stands for
- (i) Sales
 - (ii) Standardization
 - (iii) Satisfaction
 - (iv) None of the above
- (c) Ais a quantitative goal assigned to a sales unit relating to a particular time period
- (i) Sales Dossier
 - (ii) Sales Width
 - (iii) Sales quota
 - (iv) None of the above
- (d) Personal selling generally involves six steps as described below. Fill the Sixth step :-
1. Pre-approach activities
 2. Approach activities
 3. Presentation
 4. Objection handling
 5. Closing the deal
 6.
- (e)is the process by which sellers prioritize and manage a group of customers and prospects, who are typically organized by segments (such as geography, industry and need).
- A) Revenue Management
 - B) Logistics Management
 - C) Territory management
 - D None of the above

Part B

(Maximum Marks: 15)

Answer the following questions:

- Q2.** Pembrolizumab sold under the brand name Keytruda, is a humanized antibody used in cancer immunotherapy that treats melanoma, lung cancer, head and neck cancer, Hodgkin lymphoma, stomach cancer, cervical cancer, and certain types of breast cancer. It is administered by slow intravenous injection. MSD.

MERCK has appointed you as the Head of Hospital Sales. How would you negotiate with the Hospital Procurement manager of Medanta Gurgaon to crack a deal for increasing the sales of Keytruda in your sales territory of Gurgaon.

(10)

- Q3.** Discuss the key attributes of a Sales compensation and motivation plan for sales force. Cite examples in support of your answer.

(5)

Part C

(Maximum Marks: 30)

Answer the following questions, in detail:

- Q4.** TAXIM O 200MG TABLET contains Cefixime which belongs to the group of medicines called Antibiotics. It is used to treat bacterial infections of the ear, nose, throat, sinus, respiratory tract (bronchus, lungs), urinary tract, biliary tract and genital tract. It can also be used in the treatment of typhoid fever. In the IQVIA market reflection report it is coming at 40th position among the top selling brands in India.

ALKEM Laboratories wish to bring the brand TAXIM O among the top 20 selling brands in India. You are working as the National Sales Manager of India and the Managing Director as asked for your inputs related to the sales strategy. What points in your sales strategy would you suggest to the MD of ALKEM Laboratories.

(20)

- Q5.** State the significance of Personal selling activities and Promotion-mix variables to enhance the sales of OTC medicines. Cite relevant examples in support of your answer.

(10)