



MBA Pharmaceutical Management

Batch-15th (2023-2025)

Second Year, Term 5 End Term Examination, February 2025

PHRM-747 Consumer Behaviour in Pharma

Time - 3 Hours

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 & False (1 mark each):

- Patients often rely on personal experiences and professional recommendations when making medication decisions.
- The consumer decision-making process in pharmaceuticals includes problem recognition, information search, evaluation, purchase, and post-purchase behavior.
- Cultural beliefs and traditions can influence the acceptance of certain medications.
- A consumer's self-image influences their perception of healthcare products and services.
- Consumer perception plays a crucial role in how patients and doctors choose between branded and generic drugs.

Part B

(Maximum Marks: 15)

Answer the following questions (5 marks each):

- What is consumer perception, and how does it impact purchasing generic drugs?
- How does brand loyalty affect consumer choices in pharmaceutical products?
- Discuss the impact of social media on consumer behavior and decision-making.

Part C**(Maximum Marks: 30)****Answer any two of the following questions in detail (15 marks each):**

- Q 5 Discuss the importance of understanding consumer behavior for pharmaceutical businesses, particularly in terms of formulating effective marketing strategies. Provide examples to illustrate your discussion.
- Q 6 Explain the importance of consumer behavior in pharmaceutical marketing. How does understanding consumer behavior help in formulating effective marketing strategies for pharmaceutical products? Provide relevant examples.

Q 7 Case Study:**Consumer Perception and Brand Loyalty in Pharmaceuticals**

ABC Pharma, a leading pharmaceutical company, has launched a new pain relief medication that is bioequivalent to a well-known brand but at a lower price. Despite aggressive marketing and endorsements from healthcare professionals, sales remain lower than expected. Consumers seem hesitant to switch from the established brand due to perceived differences in efficacy and safety, even though clinical studies confirm both products are equally effective.

Questions:

1. What factors might influence consumer reluctance to switch to the new medication?
2. How can ABC Pharma alter consumer perception and build brand loyalty for its new product?

