Enrolment No.:............................

LIIHMR UNIVERSITY

School of Pharmaceutical Management

MBA Pharmaceutical Management

Batch-15th (2023-2025)

Second Year, Term 5 End Term Examination, February 2025

PHRM-750 Market Access of Pharmaceutical Products

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 or False for the following questions (1 mark each):

a) The Market Access (MA) term was first introduced by the World Health Organization (WHO) to define the competing relation between the domestic and the imported products of a country.

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 (5 marks each):

Q2. Elaborate the term Market Access and its components in context to pharmaceutical products. Cite relevant examples in support of your answer.

Q3. What is Reimbursement in Market Access. Explain the Process of Reimbursement of a Drug.

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.**

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Enrolment No.: ....

Part C

(Maximum Marks: 30)

Answer the following questions in detail (10 marks each):

Q5. State in brief the decision making in public health in context to market access in Developed countries. Cite relevant examples in support of your answer.

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

Q7. Discuss the relevance of Pricing in Market Access. Cite relevant examples in support of your answer.

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