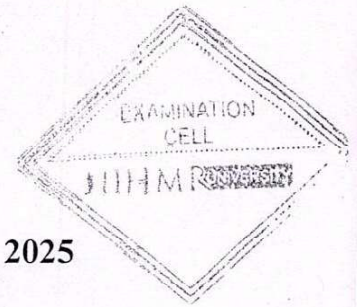


LIHMR UNIVERSITY
School of Pharmaceutical Management
MBA Pharmaceutical Management
Batch-15th (2023-2025)

Enrolment No.:



Second Year, Term 5 End Term Examination, February 2025

PHRM-745 Supply Chain Management 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)

Fill in the blanks

Q 1

- a) Supply chain management (SCM) is the centralized management of the flow ofto and from a company and includes all of the processes involved in transforming raw materials and components into final products.
- b) A is a procurement cost reduction strategy aimed at standardizing procurement prices for commonly procured, homogenous and price varying inputs.
- c) Vaccine usage rate = $A/B \times 100$

Fill A and B

- d), are a set of 11 internationally recognized rules in international logistics management which define the responsibilities of sellers and buyers.
- e) ABC analysis is one of the most effective tools in the material management, based on Pareto's Law, which states% of the total value will be accounted% of the items.

Part B

(Maximum Marks: 15)

Short Answer Questions

Q 2

You are working as the Head of Supply Chain in OTC segment and responsible for Northern India Operations in Sun Pharmaceuticals, India. It is Dec 2023 and as a Supply Chain Head you have to plan for the next cycle beginning from April 2024. As Supply Chain Head of OTC segment of Sun Pharmaceuticals, India formulate a strategy for delivering the OTC range of products in Northern India.

- Q 3** On analysis of data from your NCD IT application, you assessed that there are 7 patients in your catchment population, who are undergoing treatment for hypertension and come to your facility for taking medicine based on the prescription of your PHC-MO.
Each patient has been prescribed Amlodipine 2.5mg, once a day for 30 days.
Calculate the monthly consumption of Amlodipine 2.5 mg
- Q 4** What are INCOTERMS and their significance in International trade. Cite relevant examples in support of your answer.

Part C

(Maximum Marks: 30)

Long Answer / Descriptive Questions

- Q 5** The state of Uttarakhand is one of the newest states in India. Uttarakhand State has started the free medicine scheme initiative for providing free essential medicines to the general public at the various healthcare levels namely PHC, CHC, District hospitals and Referral hospitals. State is facing tremendous challenges in terms of streamlining supply chain of essential medicines and as a consequence the disruption in supplies of the essential medicines is severely affecting the health outcome of the patients.
The Govt of Uttarakhand has hired you as a supply chain consultant for strengthening the supply chain management related issues and asked you to make a blueprint for starting Uttarakhand Medical Service Corporation. Give a detailed outline for establishing a Medical corporation for addressing the lacunae of SCM of essential medicines
- Q 6** State the significance and important components of Warehouse Management for Pharmaceutical Products. Cite relevant examples in support of your answer.
- Q 7** Explain stating relevant examples the ABC and VED methods of inventory control mechanisms. Cite relevant examples in support of your answer.

