IIHMR JAIPUR

Pharmaceutical Marketing Management

PGDPM 5

Maximum Marks:70 **Duration : 3hrs**

Note: Attempt any FIVE questions in all.

QUESTIO No.1 is COMPULSORY to answer.

1. List the seven habits of highly effective people .

Considering yourself as an example explain any two habits which you feel can ***change and make you*** as an effective Pharmaceutical Manager.

2.What is Holistic Marketing concept ?How it is different from Marketing concept?

Explain by giving suitable and relevant examples.

3. (a) Briefly explain the concept of positioning. Suggest positioning strategy for the following

(i) Fluoride ,anti-sensitivity toothpaste

(ii) Health supplement antioxidant capsule

4. Which factors can influence consumer behaviour .Describe any one consumer behaviour purchase model using purchase of insulin pen (with diagram).

5.<u>Write short notes on following, with relevant examples:</u>

a) Strategic Business Units

b)Need, Wants & Demands

c)BCG Matrix

d)Product levels

6.Select any company in the Laptop computers and conduct a SWOT (Strengths, Weakness, Opportunity, Threats) analysis of the firm.

7.A manufacturer of toiletries is interested in estimating the demand for herbal medicated shampoo in urban centres of India. What factors will you consider in estimating this demand. Based on the market demand estimate the market size for herbal medicated shampoos in Mumbai,Delhi,Chennai and Kolkatta.

8.What type of consumer response should the marketer aim at in the communication strategies for the following:

a) Health Insurance

b) Energy Drink

c) Multivitamin dietary supplement

d)Cellular phones

e)Personal computers

f)Microwave oven

g) Mutual funds

9.What would be the sales promotion plan for a

a) Web based healthcare news magazine

b) leading pathological lab

c) leading retail pharmacy

d)leading multispecialty hospital

10.In context to a pharmaceutical company, explain the statement that "internal records systems supply results data and marketing intelligence systems supply happenings data."

11. Discuss the various distribution alternatives available to a Indian pharmaceutical company. Where and how will you use each of these alternatives.

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