



The IIHMR University, Jaipur
Institute of Health Management Research
MBA Pharmaceutical Management
(2014-2016)
Pharmaceutical Marketing and Management

M. Marks: 70

Duration: 3 hrs

Instructions:-

The question paper is divided in two sections: Section A and Section B.
Please read the instructions carefully for both the sections before answering the questions.

SECTION A (35 Marks)

Instructions for sections A:-

- Q4 is compulsory
- Overall four questions to be attempted from section A

Q1. State and explain briefly the relevance of seven P's in Pharmaceutical marketing.

(05)

Q2. Outline and explain briefly the various challenges faced in the area of pharmaceutical healthcare marketing and what are the opportunities available for further development in the sector. Cite relevant example in support of your answer.

(10)

Q3. What are the various factors which the pharmaceutical industries are confronted with when dealing with the different aspects of pharmaceutical marketing

(10)

OR

What are the various marketing strategies adopted by the pharmaceutical industries for effectively marketing their pharmaceutical products or services.

SECTION B

(35 marks)

1. According to Stephen Covey, what are the seven habits of highly effective people? Explain any two habits in detail.

(5 marks)

2. Being a marketing professional of Pharmaceutical industry, do you agree that in current business scenario branding is important for Pharmaceutical organizations? If yes, explain and establish this in context to any Brand equity view. If no, what alternative methods can be proposed for pharmaceutical promotion.

(10 marks)

3. What is a hierarchy of effects model? Which model will you recommend for pharmaceutical promotion and why, and then explain your proposed model with suitable examples.

(10 marks)

4. Explain the following terms with help of examples:

(10 marks)

- a) Market Segmentation
- b) Target marketing
- c) Positioning concept

Q4. Solve the following Case study: -

(10)

Zenith is a progressive pharmaceutical organization manufacturing and marketing variety of drugs and pharmaceuticals, which the research staff has developed over the years. The organization is dealing mainly in the cough syrup segments having a variety of formulations in this segment. But at the same time it has to meet severe competition from stalwarts with foreign collaboration. Mr. Decosta, the vice president marketing has a very successful pharma marketing background. He has been with the company for the past 4 years. Mr. Decosta had made ambitious plans for capturing sizeable share of market in the Northern region of India. The company being medium sized, Mr. Decosta had kept his marketing department and the marketing team lean and trim.

The field sales staffs were given aggressive targets and were virtually pushed to reach the respective targets. The field staff worked to their best abilities to compete their respective targets. Mr. Decosta had himself been working hard almost 11- 12 hours a day. There was no formal appraisal and reward system in the company. During last 5 years more than 60 medical representatives and the area supervisors had left the company due to unsatisfactory increments and promotions. Those who left the company were star workers. But Mr. Decosta did not care for this high turnover. He was over confident that he would be able to hire fresher's and also select candidates who were not happy with their remuneration in their respective company. Mr. Decosta had never communicated to the field sales staff about their performance or reasons for not recognizing their outstanding performance in a few cases. There was on the whole a great dissatisfaction and good performers were leaving the company.

Answer the following questions:-

- What measures would you like to suggest for effective marketing of the pharmaceuticals products by the organization.
- What are the important points you would recommend to correct the overall situation of the organization so that the productivity and efficiency of the organization is strengthened.