IIHMR UNIVERSITY

School of Pharmaceutical Management

MBA Pharmaceutical Management
Batch-08 (2016-2018) First Year

Pharmaceutical Marketing

Term Examination

Time - 3 Hour **MM-70**

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:-
All the questions in section A are compulsory

Q1. What is the significance of pharmaceutical marketing **(05)**

Q2. State and explain briefly the relevance of seven P's in Pharmaceutical marketing. Support your answer with suitable examples **(10)**

Q3. How can you use the concept of market segmentation for increasing the business of a pharmaceutical product? Cite relevant examples in support of your answer **(10)**

Q4. Solve the following Case study: - Probiotic and Synbiotic for weight Management **(10)**

A new study published concluded that probiotic and synbiotic (fiber plus probiotic combination) alone or in combination, reduced body fat mass, trunk fat mass, waist circumference and energy intake compared to placebo in those participants who adhered to the study protocol over the six-month intervention.

"The potential influence of the gut microbiota on the regulation of body weight and shape is an exciting area right now," said Megan DeStefano, probiotics global marketing lead at DuPont Nutrition & Health. "Around the world, consumers are seeking natural support for weight management. In DuPont proprietary market research, we have identified that 57% of the global population are confused about what they should eat and what will help them achieve weight goals without making major lifestyle changes.

This study assessed changes in fat and lean tissue using a precise tool, dual-energy X-ray absorptiometry, for analysis of body composition to detect changes in different regions of the body. Both the probiotic and synbiotic products helped control body fat mass, leading to an approximately 1.4 kg difference compared to placebo in those participants who adhered to the study protocol.

Question:

Q1. Briefly explain the different opportunities which you as a Product Manager can carve out of the report for creation of further business avenues for your organization

Q2. Give a working solution for implementing the findings of the studies which could be implemented in market.

SECTION B (35 Marks)

Instructions for sections B :-
All the questions in section B are compulsory

Q5. Explain any one habit with implications for a business professional from the book : The Seven Habits of highly effective people. (15)

Q6. Explain the Motivation and Herzberg Hygiene theory in context to the consumer behavior. (10)

Q7 .What is associative network memory model. Explain the same in context to the following (05)

a) Vicks Vaporub

b) Benadryl

c) Eno

Q8 .Explain the relevance of Consumer product hierarchy level in context the following products (5)

a) Crocin

b) Digene

c) BMW car.