

LIHMR UNIVERSITY
School of Pharmaceutical Management
MBA Pharmaceutical Management
Batch-09th (2017-2019) First Year
Pharmaceutical Marketing
Term Examination



Time - 3 Hour

MM-70

The question paper contains 2 printed page.

SECTION A (35 marks)
All the questions are compulsory in section A

- Q. 1. Discuss citing suitable examples the points of differences between pharmaceutical marketing and FMCG marketing (05)
- Q2. Discuss the concept of seven P's of marketing. Cite relevant examples in context to pharmaceuticals (10)
- Q3. Explain citing suitable examples the Challenges of Pharma Healthcare Marketing (10)
- Q4. **Probiotic supplements** (10)

"Probiotics are live bacteria and yeasts that are good for your health, especially your digestive system," explained Alan Rillorta, director of marketing for AIDP. "We usually think of bacteria as something that causes diseases. But your body is full of bacteria, both good and bad. Probiotics are often called 'good' or 'helpful' bacteria because they help keep your gut healthy. Probiotic supplements are designed to support and boost the beneficial bacteria in the human gut." In fact, there are more probiotics in the gut than cells in the body, Mr. Rillorta noted, adding that the digestive system alone hosts around 1,000 different types of bacteria.

Probiotics are a driving force within the thriving digestive health supplement category, with beneficial bacteria marketed for gut health poised for continued growth and relevance. Probiotic supplements represent the largest condition-specific category for mass-market retail sales in the U.S., and the second fastest growing condition-specific supplement category, with sales up 20.7% in the 52-week period ending July 10, 2016. The research firm predicted the market would continue to flourish, as more food and beverages incorporate probiotic strains in their products, which also will likely spur further interest in probiotic supplements. Worldwide, sales of probiotics accounted for \$39.9 billion in 2016, up from \$30.4 billion in 2010.

"Consumer interest in probiotics and their benefits to digestive and immune health is growing for all age groups," observed Dr. John Deaton, vice president of science and technology for Deerland Enzymes & Probiotics, adding that "more than 70% of Americans are familiar with probiotics."

However, the benefits of probiotics for other health indications, such as immunity, sports nutrition, women's health, and mood, to name a few, are becoming more well-known as clinical research continues to uncover the ways in which these bacterial strains support overall health.

Question: Realizing the tremendous potential in the area of probiotics suggest an effective marketing roadmap for increasing the business opportunities in the market.

SECTION B (35 marks)

All questions are compulsory in section B

Q1. What are the 7 habits of highly effective people? How you are going to implement it in your life (any one). (7)

Q2. Prepare the annual Brand plan of a newly launched Nutraceutical product NUTFIT. The annual Brand plan must incorporate the following components: (7)

- i. Executive Summary
- ii. Situation Analysis
- iii Marketing Strategy

Q3. In context to the newly launched nutraceutical NUTEIT, suggest how you will develop the Following (7)

- i. Customer Segmentation
- ii. Communication Strategy
- iii. Sales Promotion

Q4. Suppose the sale of NUTFIT is not improving in the East and West region. Prepare a road map with detailed outline of Marketing research which you will submit to your organization Marketing Head. (7)

Q5. Suggest which promotional medium/s will be suitable for the following products and why- (7)

- i. Energy drink
- ii. Cosmeceutical product
- iii. Generic pharmaceutical product
- iv. Food supplements
- v. Dietary supplements
- vi. Medicated toothpaste
- vii. Fortified wheat flour

