

LIITHMR UNIVERSITY
School of Pharmaceutical Management
MBA Pharmaceutical Management
Batch-10 (2018-2020)
First Year



Pharmaceutical Marketing
Term Examination

Time - 3 Hour

MM-70

The question paper contains 2 printed pages.

Section A (35 Marks)

All questions in section A are compulsory

- Q. 1. Give an account of various pharmaceutical products citing examples which are encountered in the field of pharmaceutical marketing. (5)
- Q2. How is marketing of pharmaceutical products different than the other consumer goods. Cite relevant examples in support of your answers. (10)
- Q3. State the significance of Seven P's of marketing in context to pharmaceutical products. Cite relevant examples in support of your answers. (10)
- Q4. Case - A Pharmaceutical organization has developed two varieties of cough syrup. The first is for wet cough indication and the chemical composition is Guaifenesin and Ambroxol hydrochloride and second one is for dry cough indication and the chemical composition is Dextromethorphan.

The organization has appointed you as the product manager for these two varieties of cough syrup. Develop a marketing schematic diagrammatic presentation highlighting the important components for these two varieties of cough syrup. (10)

Section B

1. Explain the relevance of Societal concept of Marketing with respect to the Pharmaceutical taking example of Indian Pharma industry companies. (10)
2. Explain the following CBBE models w.r.t. pharmaceutical products (10)
 - a) Brand Resonance model
 - b) Brand Asset valuator model
3. A pharmaceutical company wishes to launch following three formulations in the General Physicians category segment . The responsibility has been assigned to you as a Product Manager to launch these THREE "me-too" formulations:
 - Ibuprofen (400 mg) + Paracetamol (325mg)
 - Magnesium Aluminium Silicate(50mg) +Dried Aluminium Hydroxide (300 mg) +Magnesium Hydroxide (Milk of magnesia)-25mg+Activated Poly-di-Methyl Siloxane(25mg)
 - Omeprazole 20 mg.

As a product manager you are asked to develop the following:

(10)

- ✓ Product Name :
 - ✓ Composition:
 - ✓ Indications:
 - ✓ Dosage (indication wise)
 - ✓ Pharmacokinetics/ Pharmacodynamics of the formulation:
 - ✓ Side effects :
 - ✓ Contraindications:
- Q4. For the above mentioned three formulations in Q3 (of section B), choose any one formulation and prepare market launch plan with strategy and suggest which types of promotional mediums you will consider for the successful launch. (5)

