IIHMR UNIVERSITY

School of Pharmaceutical Management

MBA Pharmaceutical Management

Batch-14th (2022-2024)

First Year, Term 2, End Term Examinations, February 2023

CC- 634 Pharmaceutical Marketing Management

Time - 3 Hour	**Maximum Marks:50 (Pass Marks: 20)**

This question paper contains 1 printed page.

Q1. Why the healthcare and pharma organization invest in marketing. Cite relevant examples from Pharmaceutical domain in support of your answer. (10 marks)

Q2. Your organization in the business of insulin pen for diabetes management. How would you use the marketing mix concept for enhancing the business of the organization. (10 marks)

Q3. What are the elements of the market opportunity analysis in context of pharmaceutical sector. Cite a suitable example in support of your answer. (10 marks)

Q4. Elaborate on the components of the Pharmaceutical Product launch. Cite the example of launch of Januvia along with the answer. (10 marks)

Q5. "**Case study -The Antacid that Neutralized even the Competition.**

A medium-sized, rapidly growing pharmaceutical company had introduced an antacid brand ‘x’ in the Rs. 44-crore large antacid, anti-flatulent (actual) market. When you add the anti-peptic-ulcerants, to this the (potential) market becomes larger by another Rs.31-crore (1988).

The company was well aware that the potential market (antacids, antiflatulents, and anti-peptic ulcerants) was in its growth phase and there were more than one hundred and one brands already fighting for their survival and growth. Introducing yet another antacid at this stage was no easy task. However, the company was determined to enter this large market as part of its product diversification strategy and to make the most of it.

Besides, the company’s marketing team had a stormy brainstorming session to plot the Product Life Cycle (PLC) for their product and to preempt the likely moves of competitors (top five competitors accounted for over 90 percent of the actual market) and new entrants.

The launch had been a success by all standards. In less than one year the product picked up a 2.4 percent market share, which no other antacid introduced during the preceding five years had achieved. However, the product had not made any dent in the top five brands. Being alert, ever- vigilant competitors, they had responded quickly and stepped up their promotional inputs and mounted an offensive on this fledgling brand.

Since the company had preempted and anticipated the signature moves of competitors, it did not catch itself off-guard. The company was well prepared to meet the competitive challenge. The company had plotted the PLC and the strategic action for their brand ‘x.’ **You are the Brand Manager antacid Brand X. Prepare a table for PLC and planning for a New Antacid Brand X "** (10 marks)