Enrolment No.: …………………………

School of Pharmaceutical Management

MBA Pharmaceutical Management
Batch-15th (2023-2025)
First Year, Term 3 End Term Examinations, April 2024

CC – 630 Business Development for Pharmaceutical Industry

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

Instructions to students:

- **This question paper contains 2 printed pages.**
- **Don't write anything on the Question Paper except writing your Enrolment No.**

Part A

(Maximum Marks: 5)

Q1. Fill in the blanks (1 mark each):

(a). A _______________ is defined as an organization or enterprising entity engaged in commercial, industrial, or professional activities.

(b). The _______________ is a model which helps businesses analyse their portfolio of businesses and brands.

(c). _______________ refers to the process where a company (the licensee) acquires the rights to a product, technology, or intellectual property from another organization (the licensor). This can include rights to develop, manufacture, and market a particular pharmaceutical product.

(d). _______________, sometimes referred to as corporate intelligence, refers to the ability to gather, analyze, and use information collected on competitors, customers, and other market factors that contribute to a business's competitive advantage.

(e). _______________ is an activity when a company (the licensor) grants another organization (the licensee) the rights to use its product, technology, or intellectual property. In this case, the licensor typically receives royalties, upfront fees, or milestone payments from the licensee.

Part B

(Maximum Marks: 15)

Answer the following, in brief.

Q2. State the roles and key skills of a Business Development Executive in a Pharmaceutical Industry. Cite relevant examples in support of your answer. (5)

Q3. State the significance of Product Portfolio Analysis in Business Growth of an Pharmaceutical Organization. Cite an example using Boston Matrix for Product Portfolio Analysis. (5)

Q4. What is In-licensing and Out-licensing in the Pharma Industry and how does it helps in the business growth of the organization? Cite suitable examples in support of your answer. (5)

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Part C

(Maximum Marks: 30)

Answer the following, in detail.

Q5. You are working as Business Development Manager in UNISON Pharmaceuticals which is a Mid-size Pharmaceutical Industry based at Ahmedabad. UNISON Pharmaceuticals do not have a manufacturing of your own. (10)

Your organization wish to grow the business and has asked you to make a Business Development roadmap and explore the possibility of business growth with Akums Drugs and Pharmaceuticals which is a Contract manufacturing organization dealing in Pharmaceuticals, API, Cosmetics & Dermatology and Nutraceuticals and Ayurvedic

How will you take the expectations of the higher Management forward in terms of increasing the Business of UNISON PHARMACEUTICALS

Q6. State the various roles of Business Development Department in Pharma Industry. Cite suitable examples in support of your answer. (10)

Q7. A new pharmaceutical product typically has a life of twenty years from the date of the patent. However, about nearly half of it or more (10 to 12 years) is spent in the developmental phase. (10)

After the approval of the new product by the Federal Drug Administration (FDA), a drug has only about eight to ten years of patent life (exclusivity) left.

Generics enter the market immediately after patent expiry and reduce the value of the innovator drug by eighty to ninety percent of the patented drug by price erosion.

According to a 2011 Leerink-Swann investor analysis, innovative companies can capture as much as 20 to 30 percent of total value of an innovative product after patent expiration and the onset of generic competition by considering a wide array of cost-effective actions.

What are the different tactics adopted by the pharmaceutical organization which maximizes the value of their innovative products throughout their lifetime and helps in optimization of drug life cycle. Cite suitable examples in support of your answer.