Enrolment No.: ....

School of Pharmaceutical Management

MBA Pharmaceutical Management
Batch-15th (2023-2025)
First Year, Term 2 End Term Examinations, January 2024

CC – 634 Pharmaceutical Marketing Management

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. State True or False for the following (1 mark each):

(a). According to the American Marketing Association (AMA) Board of Directors, Marketing is the activity, set of institutions, and processes for creating offerings that have value for society at large.

(b). The main point in selling concept is not how to produce but, having products, how to ensure that this product is sold.

(c). Geographical segmentation is a market research method used to divide a market or customer group into segments based on their beliefs, values, lifestyle, social status, activities, interests and opinions and other psychological criteria.

(d). Penetration pricing strategy is a pricing strategy that sets new product prices high and subsequently lowers them as competitors enter the market.

(e). Project Life cycle is the progression of an item through the four stages of its time on the market. The four life cycle stages are: Introduction, Growth, Maturity and Decline.

Part B

(Maximum Marks: 15)

Answer the following, in brief.

Q2. What are the different roles a marketing department handles in a Pharmaceutical Organization. Cite relevant examples in support of your answer. (5)

Q3. Formulate a marketing strategy for Benadryl Cough Syrup. (5)

Q4. Discuss the evolution of the marketing concept. Cite relevant examples from pharmaceutical domain in support of your answer. (5)

Part C

(Maximum Marks: 30)

Answer the following, in detail.

Q5. Assume that you want to introduce a non-steroidal anti-inflammatory drug in the market. Your actual market (directly competing market) would mean an aggregate of the sales volume of all nonsteroidal anti-inflammatory drugs in the market. That is limiting the market and restricting the opportunities. (10)
As a Marketing Head how would you use the concept of market opportunity analysis to enhance the business of the Organization.

Q6. "Case study -The Antacid that Neutralized even the Competition" (10)

A medium-sized, rapidly growing pharmaceutical company had introduced an antacid brand 'X' in the Rs. 44-crore large antacid, anti-flatulent (actual) market.
The company was well aware that the potential market (antacids, antiflatulent, 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 anticipate 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 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 Marketing Manager of antacid rand X. Prepare a table for PLC and planning for a New Antacid Brand X.

Q7. "Volini" from Sun Pharmaceutical is facing stiff competition from its rival brands in the Pain and inflammation market. As a Marketing Manager how would you use the concept of Marketing Mix to sustain the growth and business of the Organization. (10)