Enrolment No.: ....

IIHMR UNIVERSITY

School of Pharmaceutical Management

MBA Pharmaceutical Management
Batch-16th (2024-2026)
First Year, Term 1, End Term Examinations, December 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 your Enrolment No.**

Part A

(Maximum Marks: 5)

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

(a). The _______ is a long-term, comprehensive picture of an organization's goals and the methods for achieving those goals. It guides a company's strategy and decisions.

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

(c). In business, an _______ is when one company purchases a majority or all of another company's shares or assets in order to gain control of the target company.

(d). _______ is a business strategy where a company (the licensee) acquires the rights to use a product, technology, or intellectual property from another company (the licensor).

(e). _______, is a business model where a company sells products or services directly to consumers, without using middlemen like wholesalers or third-party retailers.

Part B

(Maximum Marks: 15)

Answer the following questions (5 mark each).

Q2. Lupin Human Welfare & Research Foundation (LHWRF) is the social responsibility arm of Lupin Limited, founded by Dr. Desh Bandu Gupta in 1988. In its journey spanning over three decades, the foundation has covered over 1.45 million beneficiaries in over 5000 villages in 23 districts spread across nine states in India.

Over the years, the foundation has largely focused on building sustainable livelihood opportunities and triggering economic growth in some of the most backward and underdeveloped districts of India. It has adopted a family-centered approach and initiated measures that help them break the vicious circle of poverty, positively impacting their lives and livelihoods.

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Key drivers of economic development have been structured long-term programs and interventions in the areas of agriculture, animal husbandry, women empowerment, and rural industries.

How does Lupin Human Welfare & Research Foundation (LHWRF) create long term Business Value Creation for Lupin Pharmaceuticals

Q3. What are the various Business-to-Business (B2B) models which the Pharmaceutical industries under takes for increasing their business revenue. Cite relevant examples in support of your answer.

Q4. Mr. Sanduja is working as Brand Manager in a reputed pharmaceutical industry and is going through a dilemma in managing the portfolio of brands in the organization. How can Mr Sanduja use the Boston Consulting Group (BCG) Matrix in product portfolio analysis. Cite relevant examples in support of your answer.

Part C

(Maximum Marks: 30)

Answer the following questions in detail (10 mark each).

Q5. How do the supply side and the demand side work together in Pharmaceutical Business. Cite relevant examples in support of your answer.

Q6. Elaborate on the role of the Business Development Department in Pharma Industry. Cite relevant examples in support of your answer.

Q7. You are working as Business Development Manager in ZARA Pharmaceuticals which is a Mid-size Pharmaceutical Industry based at Ahmedabad. They do not have a manufacturing of your own ZARA Pharmaceuticals wish to grow the business and has asked you to make a business Development plan 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.

Formulate a Business Development Plan for Zara Pharmaceuticals.

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