

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA. Sem-III Regular Examination January 2011

Subject code: 839902

Subject Name: Pharmaceutical Management

Date: 10 /01 /2011

Time: 10.30 am – 01.00 pm

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1** (a) Elucidate the current status of the Indian Pharmaceutical Industry. Explain in detail the history and origin of Indian Pharmaceutical Industry. **07**
- (b) Explain Market Opportunity Analysis – step by step approach in detail. **07**
- Q.2** (a) Explain in detail the entire life cycle of the equipments used in pharmaceutical industry. **07**
- (b) Specify the general requirement related to the pharmaceutical plants. **07**
- OR
- (b) Materials and products can be rejected at any stage of the manufacturing process. Specify the GMP guidelines to handle the same. **07**
- Q.3** (a) Define Branding. Explain various language of Branding **07**
- (b) Define ‘Good Manufacturing Practice (GMP)’ for pharmaceutical industry as per WHO. Also specify the general WHO guidelines for current GMP for the pharmaceutical Industry. **07**
- OR
- Q.3** (a) Explain the concept of ‘Quality’ in the light of the concepts of ‘Quality Management System’. **07**
- (b) Explain the principles of Medical Advertising. Prepare an effective detailing story for medical advertising media. **07**
- Q.4** (a) Define Production Management? Add a note on important elements of production planning and control? Explain the role a product manager in pharma marketing. **07**
- (b) Give the detail about the factors influencing the decision regarding the pricing strategy. Provide the commonly used bases for pricing a product. **07**
- OR
- Q.4** (a) ‘Promotion is a key strategic variable’ Discuss with its elements of promotional mix. How will you evaluate the effectiveness of promotional elements? **07**
- (b) Explain the steps of New Product Development Process in pharmaceutical Industry. **07**
- Q.5** (a) Write a short note on ‘DPCO 1995’ **07**
- (b) Give an overview of the Digestive System of the human body. **07**
- OR
- Q.5** (a) Give a brief note on the cardiovascular system and cardio vascular disorder. **07**
- (b) What are the factors to be considered in segmenting the pharmaceutical market? Explain the possibilities of the pitfalls in the segmentation. **07**
