

University of Pune
Department of Management Sciences
MBA-BT Semester IV
Semester End Exams April 2011
406- Marketing Management SPL-III

Maximum Marks: 60

Time: 3Hrs

Answer Section 1 and Section 2 on separate Answer sheets

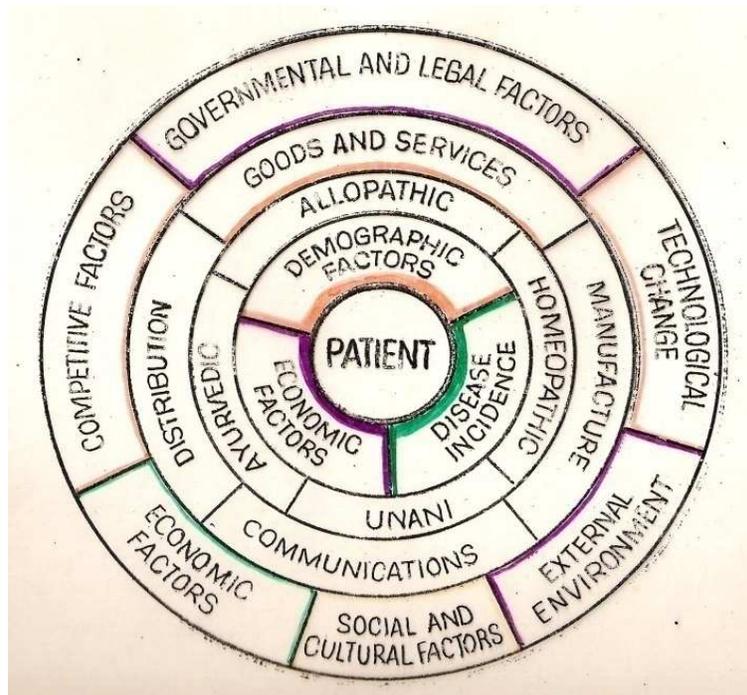
Section 1 (30 marks)

- A) Question No.1 is compulsory.
- B) Answer any 1 of the remaining questions.

Question No.1

Marks 15

Provide a detailed explanation of the chart given below.
How does this chart enable you analyze the healthcare marketing environment? Give a detailed explanation of the inter-relationship between various factors.



Question No.2 (Answer any 3)

Marks 15

- 2.1 Discuss the various alternative systems of healthcare that are specific to India.
- 2.2 Explain the difference between a product and a brand with respect to pharmaceuticals and diagnostics.
- 2.3 Compare the selling process involved in pharmaceuticals and diagnostic products
- 2.4 Explain with a diagram the process involved in filing an Abbreviated New Drug Application.

Question No.3 (Answer any 3)

Marks 15

- 3.1 Discuss the factors in determining perceived value for a diagnostic product.
- 3.2 What are the Key Performance Indicators for evaluating the performance of a pharmaceutical Sales Manager?
- 3.3 Discuss in detail the strategies adopted by the 'originator' company to combat Generic competition
- 3.4 Write a short note on Brand Positioning.

Section 2 (30 marks)

Note:-

All Questions are compulsory and carry equal marks

- Q1)** An US based Biopharma company **BI Inc.** has started its sales office in India. You have been recruited as Marketing Head – India. You have to build your own team.
Develop a Manpower planning, recruitment, training and career plan for the Sales force. (Make suitable assumptions and Justify)
- Q2)** An Indian Generics Pharma company **RD Ltd.** is planning to increase its international business by tapping unregulated markets. (Latin America, Russia, Eastern Europe and Africa). As a Marketing Manager – International Business, how would you develop Distribution Channels to tap these Markets? (Make suitable assumptions and Justify)
- Q3)** Danone, a French MNC has interests in fresh dairy products, waters, nutrition and health products. After its break-up with Britannia, Danone wants to enter the Indian market on its own. After Analysing the demographic profile of India; its untapped Rural Market, Danone has decided to target Rural Market for its products.
You are a Senior Business Analyst at ABC Consultants Pvt. Ltd. You have been assigned the task of preparing a feasibility report on the Indian Rural Market.
Q) Develop marketing strategies based on Product, Price, Place & Promotion to help Danone capture the Indian Rural Market. (Make suitable assumptions and give a step-by- step roadmap)