# MANIPAL UNIVERSITY

## M. PHARM. PART–I DEGREE EXAMINATION – MAY/JUNE 2009

### SUBJECT: PRINCIPLES AND PRACTICE OF MANAGEMENT (PMA 601)

#### SPECIALIZATION: PHARMACEUTICAL MARKETING / PHARMACEUTICAL ADMINISTRATION

Wednesday, May 27, 2009

Time: 10.00-13.00 Hrs.                                                    Max. Marks: 100

✍  **Answer ALL the questions.**

1A.  Discuss in brief the techniques to enhance Creativity. Differentiate Productivity, Effectiveness and efficiency.

1B.  Explain any two Decision making models. Define self esteem. What are the advantages of having self esteem?

$$((7+3)+(5+5) = 20 \text{ marks})$$

2A.  Enlist and discuss the important elements of communication process and explain the barriers to effective communication.

2B.  Enlist Contemporary Theories of Motivation. Explain any two.

$$((5+5)+(2+8) = 20 \text{ marks})$$

3A.  Define the six elements that are essential for designing the organizing structure. Discuss in detail Span of Control.

3B.  Enlist conflict handling intentions and define any one.

$$(15+5 = 20 \text{ marks})$$

4A.  Discuss the common criteria which are used to evaluate proposals for capital expenditures and compare alternatives involving capital assets.

4B.  Reddy Mikks produces both interior and exterior paints from two raw materials M1 and M2. The following table provides the basic data of the problem.

|  | Tons of Raw Material Portions of | | Maximum Daily availability |
|---|---|---|---|
|  | Exterior Paint | Interior Paint | (Tons) |
| Raw Material M1 | 6 | 4 | 24 |
| Raw Material M2 | 1 | 2 | 6 |

A market survey restricts the maximum daily demand of interior paint to 2 tons. Additionally the daily demand for interior paint cannot exceed that of exterior paint by more than 1 ton. Reddy Mikks wants to determine the optimum product mix of interior and exterior paints that maximizes the total daily profit.

Formulate LPP with explanation.

$$(10+10 = 20 \text{ marks})$$

5A.  What is Quality Circle? Briefly explain the features of QC and also mention the aberrations that should be avoided while forming QC.

5B.  Enlist various Inventory control methods and explain any one in brief.

$$(10+10 = 20 \text{ marks})$$

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# MANIPAL UNIVERSITY

## M. PHARM. PART–I DEGREE EXAMINATION – MAY/JUNE 2009

### SUBJECT: PHARMACEUTICAL MARKETING (PMA 602)

#### SPECIALIZATION: PHARMACEUTICAL MARKETING / PHARMACEUTICAL ADMINISTRATION

Thursday, May 28, 2009

Time: 10.00-13.00 Hrs.                                             Max. Marks: 100

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✍   **Answer ALL the questions.**

1A.  Write a brief note on Indian and global pharmaceutical industry.

1B.  Why study of consumer behavior is important? Enlist seven O's to understand consumer buyer behavior. Explain whether a physician's decision to prescribe a particular product is rational or emotional.

1C.  Define Segmentation, Targeting and Positioning. Add a note on Importance, limitations and levels of market segmentation.

(4+8+8 = 20 marks)

2A.  What is marketing mix? What is the difference between a product and a brand? Explain citing pharmaceutical examples. Discuss product mix.

2B.  Elaborate on physical distribution as a part of marketing channels with specific emphasis on three major areas of physical distribution.

(8+12 = 20 marks)

3A.  Explain in detail each element of promotion mix.

3B.  Explain Customer Relation Management with its advantages.

(12+8 = 20 marks)

4A.  Define Planning. What are two types of planning? Explain concept of developing product objectives as a part of marketing planning.

4B.  What are the various options available to Indian pharmaceutical companies to survive in product patent regime? Describe.

(12+8 = 20 marks)

5A.  What are the major decisions a company has to take before entering a foreign market? Explain thoroughly.

5B.  Write a note on IFPMA code of pharmaceutical marketing practices.

5C.  Briefly write about pricing strategies.

(8+8+4 = 20 marks)

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## M. PHARM. PART–I DEGREE EXAMINATION – MAY/JUNE 2009

### SUBJECT: DISEASE MANAGEMENT (PMA 603)

#### SPECIALIZATION: PHARMACEUTICAL MARKETING / PHARMACEUTICAL ADMINISTRATION

Friday, May 29, 2009

Time: 10.00-13.00 Hrs.                                                              Max. Marks: 100

✍  **Answer ALL the questions. All questions carry TEN marks each.**

1A.  Describe the pathophysiology, drug therapy and critical analysis of rational use of drugs in Hypertension.

1B.  Discuss the pathogenesis and therapeutics of urinary tract infections.

2A.  Give the management algorithm for Peptic ulcers. What are the treatment options for *Helicobactor pylori* eradication?

2B.  Describe the Pathophysiology, drug therapy and critical analysis of rational use of drugs in Rheumatoid Arthritis.

3A.  Discuss the general guidelines for geriatrics therapeutics. What is the treatment recommended for drug-induced hepatitis?

3B.  Enumerate the DSM IV diagnostic criteria for Affective disorders. Give an account of therapeutic and ADR management of depression.

4A.  Write the algorithm for the treatment of glycemic control in type 2 diabetes.

4B.  Enumerate the DSM IV diagnostic criteria for premenstrual dysphoric disorder. Give an account of non-pharmacologic and pharmacologic management of PMDD.

5A.  Discuss the principles of individualized therapy with examples.

5B.  Give the classifications of hepatitis. Write the algorithm for the treatment of chronic liver failure.

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## M. PHARM. PART–I DEGREE EXAMINATION – MAY/JUNE 2009

### SUBJECT: INTERNATIONAL MARKETING (PMA 605)

### SPECIALIZATION: PHARMACEUTICAL MARKETING

Monday, June 01, 2009

Time: 10.00-13.00 Hrs.                                                    Max. Marks: 100

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✎   **Answer ALL the questions.**

1.  Discuss the benefits of International Marketing with suitable examples.

(10 marks)

2.  Explain different International Marketing Environments.

(10 marks)

3.  Discuss in detail, "Indian Foreign Trade Policy (2004-09)".

(10 marks)

4.  What are the regulatory requirements for importing of product in India? Explain.

(10 marks)

5.  Define "Competitive advantage". As a Marketing Manager, how you would design the strategies of competitive advantage to overcome your competitor.

(10 marks)

6.  Define "Product positioning". As a marketing manager, how you will position your product in the international market.

(10 marks)

7.  Define "Dumping". Discuss different types of dumping and its impact.

(10 marks)

8.  Discuss determinants of distribution channel types in International Marketing.

(10 marks)

9.  Write short note on:
9A. Publicity
9B. Personal selling

(5+5 = 10 marks)

10.  Write short note on:
10A. Exporting as market entry strategy in International Market.
10B. Joint Venture as market entry strategy in International Market.

(5+5 = 10 marks)

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# Department of Pharmacy Management

## Manipal College of Pharmaceutical Sciences

### M.PHARM PART-I PRACTICAL EXAMINATION—JUNE 2009

#### Specialization - PHARMACEUTICAL MARKETING

#### PMA 608: Comprehensive Practical

**MAX. MARKS:** 300

**DATES: 02, 03 and 04 June, 09**          **TOTAL TIME:** 18 Hrs.

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## Day 1

### Q.1 SYNOPSIS (1 hr)                                    20 Marks

Write short notes on
a) International pricing strategies      5 Marks
b) Elements of brand                     5 Marks
c) Importance of advertisement           5 Marks
d) Importance of personal selling        5 Marks

### Q.2 CASE STUDY (ENCLOSED) (2 Hrs)                      40 Marks

Consumers and citizens

### Q.3 GROUP DISCUSSION / DEBATE / EXTEMPORE (3hrs)       40 Marks

**Topic:** IPL: Cricket or Marketing gimmick

## Day 2

### Q.4      DISEASE MANAGEMENT PRESENTATION (4 hrs)       75Marks

Present SOP of given disease submit the handouts of presentation

### Q.5      VIVA VOCE (2 hrs)  (To be continued on Day 3)   50 Marks

## Day 3

### Q.5      VIVA VOCE (2 hrs) (Continued from Day 2)

### Q.6      DETAILING PRESENTATION (4 hrs)                75 Marks

Detail the given drug and submit the outline