

## P. G. D. M. A. C. Examination

## Paper-1

## Pharmaceutical Management

April 2019

Time : 2-30 Hours]

[Max. Marks : 70

**Q1** What is branding. Write down the brand elements. Write down 7 principle of Delano. Given below is the detail of the molecule you are handling as brand manager. Coin 4 brand names for that:

Molecule: Paracetamol Tablets, Name of company: Gem Pharma, Indication: Fever

**Q2** What is PLC ? Draw the PLC graph. Write down the strategies for introduction phase of the product.

**Q3** What is positioning? Write down types of positioning. Give any two positioning statement you know from the Indian Pharma Market products.

**Q4** Following is the unit wise monthly sales of Ibuprofen tablets in strips of 10s.

What is the rolling monthly growth of Ibuprofen strips in the month of September 2017? What is year on year growth of Ibuprofen strips in the month of April 2018? Please show the method. What is the average monthly sales from April 2017 to March 2018 ?

Ibuprofen strips	March 2017	April 2017	May 2017	June 2017	July 2017	Aug 2017	Sept 2017	Oct 2017	Nov 2017
	10,000	11000	12500	13233	14450	15000	16000	16234	17500

Dec 2017	Jan 2018	Feb 2018	March 2018	April 2018	May 2018	June 2018	July 2018	Aug 2018
16000	14000	11000	12000	11000	10000	9500	7500	10000

**Q5** Please make 2 page literature for the following product. Also do branding for this product.

Name of the molecule : Diclofenac

Dosage form : topical gel

Name of the company: Neo Pharma

Use: Joint pain

Advantage: 30 gm tube having transparent gel inside

Dose: Apply three times in a day

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Paper-2  
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(5 Questions) (14 Marks each)

All questions carry equal marks

1. Explain in detail the growth drivers of the Indian Pharmaceutical Industry with focus on its evolution and economic advantage as a location. Also explain the status of the Indian Pharmaceutical Industry in terms of API manufacturing, generic drugs and exports with details of a five yearly progression.
2. Sales and operations planning at an average Indian Pharmaceutical Industry is still in the nascent phases. Justify the statement with a short note and a few examples
3. Highlight the significance of Predicting a future demand for a new product and the Basic approaches to sales forecasting with respect to the Indian Pharmaceutical Industry along with examples. (If possible create hypothetical data /numbers for 2-3 years for a the industry, top 10 companies, brands and their market share and growth to explain the significance).
4. Explain with examples the significance of market research in Indian Pharmaceutical Industry with 3-4 relevant examples (you may cite examples from your data collection s form the field work of the research project submission)
5. Write short notes on:
  - a. Supply chain partners in pharmaceutical companies with a few examples
  - b. Retailing and wholesaling functions of Pharmaceutical MNC's



