

- (d) Radico Pharma Applied Innovative Motivation Theory for its doctors but got failure. In your view, analyze the reasons for failure.

7

SECTION C

5. Wockhardt Pharma has launched several innovative products in General Physician as well as super specialty category of Doctors. Though rigorous promotion has taken place in General Physician Category but Wockhardt Pharma Products got failure but got huge success in super-speciality group of Doctors. Now Wockhardt Pharma is analyzing, the Personality and Attitude of General Physician Category of Doctors and thinking to Re-Launch its products.

Questions :-

- (i) Analyze the case and suggest the Innovation – Adoption model in above case. 7
- (ii) In your opinion, Wockhardt Pharma should re-launch the products in General Physician Doctors or not ? If Yes then Why ? 7



AP – 287

Third Semester M. B. A. Examination
(New Course)

CUSTOMER BEHAVIOUR IN PHARMACEUTICAL INDUSTRY

Paper - MBA(3502)PH

P. Pages : 4

Time : Three Hours]

[Max. Marks : 70

- Note :** (1) Attempt all questions.
(2) Figures on right indicate full marks.

SECTION A

1. (a) Define and discuss the changing customer behaviour towards Pharma Industry in Current Scenario with help of relevant examples. 14

OR

- (b) How Innovation-Adoption model of Doctors is applied to Schema Theory of Doctors? Give diagrammatic representation of the same. 14

SECTION B

2. (a) What are the various issues and hurdles to be faced by Pharma Companies for generating prescriptions from doctors ? 7
- (b) As a wholeseller, what tactics will be used for generating demand from retailers for prescription products of Cipla Pharma Ltd? 7

OR

- (c) Explain in detail about the change in perception of doctors towards service Oriented Pharma Companies based in India. 7
- (d) Appolo Pharma is thinking to start E-Medicine site for selling its medicine. In your opinion, what issues and hurdles will be faced by Appolo Pharma to start E-Medicine site. 7
3. (a) Explain in brief the changes in buying behaviour of Doctors towards Pharma Industry in the current scenario. 7

- (b) FDC Pharma is looking forward to apply the applications of Cognitive Dissonance Theory to various Doctors. In your opinion will FDC Pharma get benefit out of it ? If Yes then How ? 7

OR

- (c) Explain briefly the buying-motivation cycle framed by Pharma Companies for doctors. 7
- (d) As a Medical Representative of Medley Pharma, Analyze the motivational needs of its doctors to write the prescription products of Medley Pharma. 7
4. (a) Discuss and describe various Personality and attitudes of customers in Pharma Industry. 7
- (b) Analyze and suggest the impact of two side argument theory applied by Lupin Pharma to its loyal group of doctors. 7

OR

- (c) How Sales Representative tackles various issues and medical queries arising from various doctors ? Explain in brief. 7