

SECTION C

5. Sydney Pharma has Appointed Zaveria & Sons as carry and forward Agent for Maharashtra from last 10 years. Recently wholesalers under Zaveri and Sons has lodged a complaint to Sydney Pharma about late delivery of essential drugs to wholesalers. While Zaveri and Sons denied the complaint of wholesalers. While on contrary wholesaler has made a strike and denied to keep the stocks of Sydney Pharma. Now Sydney Pharma is in chaos it should fulfill the demands of Wholesalers.

Answer the following questions :—

- (A) Analyze the case. 7
- (B) In your opinion, what decision should be taken by Sydney Pharma in such a scenario? If its against Zaveri and Sons then what should be the decision. 7



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

SALES AND DISTRIBUTION MANAGEMENT IN PHARMACEUTICAL INDUSTRY

Paper – MBA-3505/PH

P. Pages : 4

Time : Three Hours]

[Max. Marks : 70

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

SECTION A

1. (A) How the structure of Sales Organization has changed in Pharma companies of India? Give Diagrammatic representation of the same. 14

OR

- (B) Give an Overview of Pharmaceutical Sales Management in todays scenario and how it got changed in last one decade. Explain. 14

SECTION B

2. (A) Explain the various forecasting techniques to set the sales target in Pharma Companies. 7
- (B) Analyze the various Job Skills required for Medical representatives working in Nicholas Pirmal Pvt. Ltd. 7

OR

- (C) How to motivate the medical representative for Carrier Growth in Indian Company? Explain. 7
- (D) Help out Sun Pharma in designing the performance Appraisal system for its Pharma Sales Representative working in Cardiac Therapy. 7
3. (A) How Distribution Management in Pharma Industry has changed in last one Decade? Explain. 7
- (B) Retailer of Maharashtra is demanding for Non-compulsion Increased VAT taxes while Government of Maharashtra is forcing to apply it. Analyze whose demands are more valid and why ? 7

OR

- (C) Explain the basics of Purchasing Process in Pharma Sales Management. 7
- (D) Help out Rezicure Pharma to design the future Distribution System for delivery of its medicines. 7

4. (A) How Global distribution of Medicines work for Indian MNC Companies ? Explain. 7
- (B) Analyze and suggest the potential market for emport of HIV drugs in African Continent to Cipla Ltd. 7

OR

- (C) What is the basic procedure for emport Management of medicines in South-East Countries for Non-Prescription medicines? 7
- (D) Suggest and select the export market for supply of vaccines to African Pharma Market by Zadian Pharma Limited for it's vaccine drugs. 7