

AT-1440

M.B.A. Semester—III Examination
(New Course)

SALES AND DISTRIBUTION MANAGEMENT IN PHARMACEUTICAL INDUSTRY
Paper—MBA/3505/PH

Time : Three Hours]

[Maximum Marks : 70

Note :—(1) Attempt **ALL** questions.

(2) Figures to the right indicate full marks.

SECTION—A

1. (A) Describe in detail the Pharmaceutical Sales Management in brief in today's era and explain the steps involved in sales process. 14

OR

- (B) Explain how pharmaceutical sales management becomes an integral part of marketing in pharma companies and why it occupies an important role in the success of organisation. 14

SECTION—B

2. (A) Design the various methods for setting the sales targets in a pharma company. 7
(B) Help out Zydus Pharma in developing the training module for a batch of Pharmaceutical sales representatives. 7

OR

- (C) Explain the various methods for career motivation and growth for a medical representative in a pharma company. 7
(D) Analyse and prepare the performance appraisal system for medical representatives of Torrent Pharma. 7
3. (A) How pharmaceutical distribution system has changed in the last decade ? Explain with examples. 7
(B) Critically analyse the implications of GST (Goods and Service Tax) for wholesalers of Troikaa Pharma and help out Troikaa Pharma to implement it. 7

OR

- (C) Explain the various e-purchasing techniques for pharma companies in current scenario for procurement of drugs. 7
(D) Help out Nissan Pharma in reformation process of its transportation process for drugs across transportation process in India. 7

SECTION—C

4. (A) Describe in detail the global distribution services in pharma industry. 7
(B) Help out Cipla Pharma for export of its generic drugs to African countries as per new rules for export of generic drugs. 7

OR

- (C) State the changes in import-export policy for pharma companies in the current scenario. 7
(D) Analyse and prepare the list of potential countries for export of anti-cancer drugs for Roluto Pharma. 7

SECTION—D

5. Appolo Pharma has re-appointed its C & F Agents, but after the changes Appolo Pharma has seen the sales has lost by 20% as compared to last year. The wholesaler and retailers are against the newly appointed C & F Agents. Now Appolo Pharma has taken the decision to appoint the previous C & F against and cancelled the newly appointed C & F Agents.

Questions :

- (A) Analyse the case. 7
(B) In your opinion, Appolo Pharma has taken the wise decision to cancel the newly appointed C & F Agents is right ? If yes, then why ? Give reasons. 7