K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

Program: HCM Trimester II (Batch 2018-2020)

Subject: Pharma and Biotech Management
(End Term examination)

Maximum Marks: 50

Date: 19/1/2019

Notes:
1. Question No. 1,2 & 3 is compulsory.
2. Answer any 1 question from Question 4/ Question 5.

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1. Describe in brief, total components of making a brand plan/marketing plan and provide details of each heading from perspective of Glucometer market or Diabetes market   20 Marks

2. Describe in detail what is Patient Journey in healthcare? What is the relevance of patient journey and how is it used to generate prevalence and target population.
                                                                                                        10 Marks

3. Write Notes on **Any Two** of the following   10 Marks
   - Describe 9 quadrants of GE MATRIX.
   - Describe ANSOFF Grid Matrix, and its application in healthcare.
   - Describe Porters 5 forces model and share example with your understanding in healthcare?

Answer any 1 question from Question 4/ Question 5

4. What is segmentation? How is consumer segmentation done in healthcare, describe eight types of consumer segmentation with relevant examples?   10   Marks

5. Describe SWOT Analysis in brief. How is SWOT analysis used in real world? Do a SWOT analysis of Indian Pharma market.   10 Marks

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