

Trim: Jan-Mar 2024		
Maximum Marks: 50 Examination: ESE Examination Date: 03-04-24 Duration: 03 hrs		
Programme code: 06	Class: FY	Semester/Trimester: III
Programme: MBA(HCM) 2023-25		
College: K. J. Somaiya Institute of Management		Name of the department/Section/Center:
Course Code: 117P06C310	Name of the Course: Pharma and Biotech Management	
Instructions: Answer any 5 out of 8		

Question No.	Question	Max. Marks
Q 1	What is the structured process to complete the Market Dynamics, of market understanding in health care Business? Which various models will be used to do this exercise?	10
Q 2	What is BCG matrix? When is the BCG matrix used in healthcare planning?	10
Q 3	What do you understand by Competitive intelligence and Market Intelligence? How are they different, explain with one healthcare industry?	10
Q 4	What is difference between segmentation and positioning? How is consumer segmentation done in healthcare, describe 8 types of consumer segmentation with relevant examples?	10
Q 5	What is patient potential tower/ patient funnel and how does one calculate number of patients for any therapy area? What is the relevance to do this exercise in healthcare? Explain with examples for any on the disease area.	10
Q 6	Describe in brief, total components of making a brand plan/marketing plan and provide details of each heading from perspective of Glucometer market/ Hospital or any devices in diagnostics	10
Q 7	What is Biotechnology. How does Vaccine work? What is the technique of RT-PCR test which was used during the covid times?	10
Q 8	What is Belied Map tool? Why is Belief map tool required in healthcare, and how does it helps to address what components while making a Plan?	10