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| **Semester: Nov 24- Mar 25**  **Maximum Marks: 50 Examination: ESE Examination Date: 08-04-25 Duration: 02 hrs** | | | | |
| **Programme code: 06**  **Programme: MBA(HCM)** | | **Class:** FY | | **Semester/Trimester:** II |
| **College:**  **K. J. Somaiya Institute of Management** | | | **Name of the department/Section/Center:** | |
| **Course Code: 317P06C207** | **Name of the Course: Pharma and Biotech Management** | | | |
| **Instructions: Answer any 5 out of 8** | | | | |

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| **Question No.** | **Question** | **Max.**  **Marks** |
| Q 1 | What is the Value Pyramid in healthcare, and how does it contribute to understanding customer needs and value creation? Additionally, explain how Quantitative SWOT analysis helps identify growth opportunities and address competition in the healthcare sector. | 10 |
| Q 2 | Define the concept of the patient journey in healthcare. Why is understanding the patient journey crucial for healthcare organizations? How can analyzing the patient journey help identify market potential and business opportunities with patient funnel? | 10 |
| Q 3 | What are the benefits of Segmentation? How does segmentation differ in Healthcare segment (Doctor &Patient) and what are the various types (8) of patient segmentation? | 10 |
| Q 4 | What is positioning, and why is it important in marketing? How does positioning contribute to an effective communication plan? Explain the difference between emotional and rational communication and how each relates to a brand's Unique Selling Proposition (USP). | 10 |
| Q 5 | What is the Patient Potential Tower/Patient Funnel, and how is it used to calculate the number of patients for a specific therapy area? Why is this analysis important in healthcare decision-making? Explain with an example from a specific disease area. | 10 |
| Q 6 | Describe the key components of a Brand Plan/Marketing Plan for launching a new product or service in the healthcare sector. Explain each component in detail, covering aspects such as market research, positioning, strategy, and execution. Illustrate your answer with an example from a specific healthcare category. | 10 |
| Q 7 | Define Biotechnology and its significance in the healthcare industry. How many key players are currently operating in the Indian insulin market, and what competitive strategies do they use to defend their market share? | 10 |
| Q 8 | Explain the importance of market shaping when launching a new product or service in the healthcare sector. What key activities are involved in a market shaping exercise? Additionally, analyze how Porter’s Five Forces model can be applied to assess and influence market dynamics in this context. | 10 |