

(3 hours)

[Total Marks: 70]

- N.B.: (1) Question No **1** is **compulsory**
(2) Attempt any **five** questions from remaining **six** questions
(3) Attempt in all six questions

1. Answer the Following: (15)
- a) Explain the importance of a Brand Plan (2)
 - b) Explain soft skills in management. (3)
 - c) Explain the Marketing mix (2)
 - d) Define WHO. State it's Objectives (2)
 - e) Draw a neat labelled diagram and show the different stages of the Product Life Cycle. (3)
 - f) Explain the meaning of DPCO (3)
2. a) Explain the typical marketing decisions for Promotion in the Pharma Industry (4)
b) Define Financial Management. Explain Functions of Financial Management (4)
c) Explain the skills required in an interview. (3)
3. a) Explain Components of Balance Sheet in detail (4)
b) Explain Human Resource Management (HRM). (3)
c) Explain the SWOT analysis of Pharma Industry. (4)
- 4 a) Explain the Major players in Pharma Industry (4)
b) Explain the types of segmentation (4)
c) Explain the elements of a brand plan. (3)
- 5 a) Explain Positioning in STP. (4)
b) Explain Porter's 5 Force Model (4)
c) Explain Generic, control drugs and OTC drugs. (3)
6. a) Write a short note on Six Sigma (4)
b) Explain the BCG matrix (4)
c) Write a short note on Segmentation (3)
- 7 a) Write a short note on PLC market characteristics. (3)
- OR
- a) Case study:

In March 2001, leading satellite television (TV) channel, Cartoon Network, held a cricket tournament titled 'Toon Cricket 2001,' in Mumbai, India. In the tournament, famous cricket players were to play against famous cartoon characters such as Scooby Doo, Tom, Jerry, Fred Flintstone, Dee Dee, and Johnny Bravo. The tournament was a promotional exercise, aimed at increasing the popularity of the channel and its cartoon characters. The match was scheduled to begin at 2.30p.m, but the 35,000 plus capacity stadium was almost full by 1.30 p.m. with children and their parents.

By 2.30 p.m. the stadium was overflowing and many were waiting outside trying to enter the stadium, leading to a stampede. As the organizers kept trying to manage the crowds, they had to delay the match till 4.00 p.m. When the organizers announced the start of the match, children and their parents went wild with excitement and broke the barricades to meet their favorite cartoon characters. When pleadings and requests failed to control the crowd, the organizers had to threaten the children with the cancellation of the match to send them back to their seats.

Even then, when the match began, a ring of people stayed on the field, surrounding the pitch, obstructing the view of the people who returned to the stands. The organizers and the security people were helpless, as they did not want to physically force the children off the field. By 5 p.m. many disappointed people left the stadium saying, "We can't see anything, what's the point?" Observers remarked that judging by the number of people who were there in the first place, the stadium was still probably full, even when half the crowd had left.

1. Identify the problems in the case. (1)
 2. What caused the problems in Toon Cricket 2001? (1)
 3. You have been asked to help with managing the event. Analyze the whole situation and make necessary recommendations. (1)
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- b) Explain the elements required to evaluate the potential of each segment while targeting. (4)
 - c) What you mean by conflicts? How do conflicts arise? As a manager what role would you play to resolve conflict? (4)
