

Time: 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.

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| 1. Answer the following questions: | 15 M |
| a) Define Star Products | 1 |
| b) Explain Marketing Mix | 2 |
| c) Give examples of Patentable and Non-patentable goods | 2 |
| d) Draw proforma of profit and loss account | 1 |
| e) Explain importance of C and F agent | 1 |
| f) Explain Generics and Branded products with examples | 2 |
| g) Draw and explain PLC | 3 |
| h) Enlist elements of Brand Plan | 1 |
| i) Explain the term Delegation | 2 |
| 2. (a) Explain the importance of Packaging in Pharmaceutical industry. | 4 |
| (b) Explain Demographic segmentation with examples | 4 |
| (c) Write a short note on Porters Five force model | 3 |
| 3. (a) Explain USFDA regulation and its approval | 4 |
| (b) Explain Uniqueness of Medical Product Marketing | 4 |
| (c) Write a short note on SWOT Analysis | 3 |
| 4. (a) Explain importance of positioning of products from Pharmaceutical industry | 4 |
| (b) Explain importance of Brand Plan | 4 |
| (c) Write a short note on Conflict management. | 3 |
| 5. (a) Explain dos and don'ts of resume making | 4 |
| (b) Explain different working style of acute, chronic and OTC Segment | 4 |
| (c) Write a short note on ESIS Scheme. | 3 |
| 6. (a) Explain the concept of Six sigma | 4 |
| (b) Explain Maslow's theory of motivation | 4 |
| (c) Write a short note on DPCO | 3 |
| 7. (a) Explain Indian Pharmaceutical industry as career option. | 4 |

7. (b) **Case Study:** Rajiv was a manager in a multinational firm in Mumbai. The immediate team of executives reporting to him consisted of 12 members and was based in Delhi. One day, three members of his team – Nikhil, Smita and Joy – approached him for leave during a very busy season for the company. Their cases for leave were as follows:

Case I – Nikhil's parents were based in Pune. His father had met with an accident and was in a serious condition. There was no one to take care of his father, and his mother could not handle the situation alone. Nikhil wanted to rush to Pune immediately.

Case II – Smita’s younger sister, based in Delhi, had cleared the Delhi University entrance exam and needed help to manage the admission processes.

Case III – Joy had some happy news from home. His wife had given birth to a baby boy, their first child. She was in Kolkata with her parents and he had to immediately leave to be with his wife.

Rajiv was confused. He could not grant leave to all these three team members as this would cause severe manpower shortage. He had to take quick decision.

Questions.

- 1. Whom should Rajiv grant leave to? Why? 2**
- 2. How would you convince the employees whose leave request you are rejecting? 2**
- (c) Write a short note on Stress management. 3**
