

AT-1437

M.B.A. Semester—III (New) Examination
CUSTOMER BEHAVIOUR IN PHARMACEUTICAL INDUSTRY
Paper—MBA/3502/PH

Time : Three Hours]

[Maximum Marks : 70

- Note :—**(1) Attempt all questions.
(2) Figure in right indicate full marks.

SECTION—A

1. Describe in detail how schema theory is applied to Innovator and Laggard category of Doctors. 14

OR

Discuss the organization and overview of customer behaviour in pharmaceuticals industry. 14

SECTION—B

2. (a) Generating prescriptions from doctors is a difficult task and involves various hurdles to be faced. Discuss. 7
(b) You are appointed as a sales manager for Nagpur region to generate demand for your product which is having very less demand there. What you will do to increase demand ? 7

OR

- (c) Discuss in detail various barriers affecting the prescription generation from doctors. 7
(d) Moon pharma is thinking to start online delivery of pharma products. Help out to prepare the strategy for it. 7
3. (a) Discuss the various applications of cognitive dissonance theory towards pharma industry. 7
(b) You are working for an pharma company to study the theory of cognitive dissonance. How will you do the study to apply it and suggest any solutions for that ? 7

OR

- (c) Discuss the current scenario of buying behaviour of doctors towards pharma industry. 7
- (d) As a medical representative of zee pharma, analyze the motivational needs of doctors to write the prescription products of zee pharma. 7

SECTION—C

- 4. (a) Explain the motivational cycle used for doctors. 7
- (b) Explain the role of emotions played in pharmaceutical sector. 7

OR

- (c) Explain the concept of two-sided arguments. 7
- (d) Explain the concept of personality and self image with respect to pharmaceutical industry. 7

SECTION—D

- 5. Disha pharma analysed customer behaviour for superspeciality segments. Some of the products were facing decline of market share. To find why customer choose other brand, it is important for the marketer to recognise and understand the compiler decision making process a consumer goes through. Old products had shown sales growth whereas innovative product had shown sales growth. Now disha has taken of all innovative products from the market and thinking to launch again.
 - (i) Analyse the case and give suggestion. 7
 - (ii) Suggest how they can differentiate customer in general physician and superspeciality category in above case. 7