

17 Aug 22

Total No. of Questions : 5]

P6911

SEAT No. :

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M.B.A.

**404 PHCH : PHARMA & HEALTHCARE REGULATORY  
ENVIRONMENT IN INDIA (SC - PHCM - 02)  
(2019 Pattern) (Semester - IV) (Minor Specialization)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) All questions are compulsory.
- 2) Neat labeled diagrams must be drawn wherever necessary.
- 3) Figures to the right indicate full marks.

Q1) Answer any Five out of Eight.

[5 × 2 = 10]

- a) Define marketing environment in Pharma & Health Care context.
- b) Enlist the ecological factor of marketing environment in Indian Pharma Market.
- c) Define "Contract".
- d) Define IPR.
- e) Explain concept of "Patent".
- f) Enlist all attributes of trade marks for any Pharma Companies.
- g) Explain the term 'Drugs'.

Q2) Answer any Two out of three.

[2 × 5 = 10]

- a) What do you understand by PESTLE in Pharma and Healthcare Industry in India?
- b) Write in details the essentials of contract for selling the scheduled Drugs at chemist counter.
- c) What do you understand by Pharmacy Act - 1948?

Q3) Answer any One out of two.

- a) Demonstrate the use of PESTLE in evaluating the current Pharma & Healthcare Market in India.

[10]

OR

- b) Mr. A want to start a Hospital & Mr. B will be helping him to commission the Hospital Process, what all help the Mr. B will be providing to make Mr. A's Hospital operational.

[10]

P.T.O.

**Q4) Answer any One out of two.**

- a) Analyse the current Patent Filing Process with reference to Covid - 19 Vaccine. [10]
- OR
- b) Write in details the changing Role of IPR in Pharma & Health care Business. [10]

**Q5) Answer any One out of two.**

- a) Write in details the provision of drugs & cosmetics Act in Indian Pharmacy context. [10]
- OR
- b) Enlist various consumer dispute redressal Agencies in India, & write in details the roles performed by CDRA (Consumer Dispute Redressal Agencies). [10]

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