

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
MBA Summer 2023-24 Examination

Semester: 04

Subject Code: 06207253

Subject Name: Supply Chain Management in Pharmaceutical sector

Date: 22/04/2024

Time: 1:30pm to 4:00pm

Total Marks: 60

Instructions

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q.1	Do as Directed.		CO	PO	BT
	Multiple choice type questions/Fill in the blanks. (Each of 1 mark)	(05)			
	1. Major technology platforms that have advanced healthcare may be group under _____ headings.		1	1	2
	a) Environment improvement	c) Pharmaceuticals and chemicals			
	b) Diagnostic technologies	d) All of these			
	2. Technology has enhanced healthcare by improving _____ to prevent disease from occurring and spreading.		2	2	2
	a) Environmental condition	c) Diagnosis			
	b) Chemicals	d) None of these			
	3. In modern _____ the infecting agents are cultured, modified to render them harmless yet still able to stimulate antibodies that provide protection.		3	2	1
	a) Medicines	c) Chemicals			
	b) Vaccines	d) Solutions			
	4. The most _____ technology has allowing the patient's own cells to be used to grow replacement parts.		1	1	1
	a) Tissue engineering	c) organ transplant			
	b) Immune suppressant drugs	d) All of these			
	5. The initial stage of the supply chain process is the _____		1	1	1
	a) Sourcing stage	c) Organizing stage			
	b) Planning stage	d) Directing stage			
	B). Define the following. (Each of 1 mark)	(05)			
	1. Orphan drugs.		1	1	1
	2. Diversion.		2	2	2
	3. Supply chain Management.		3	3	3
	4. Product Innovation		3	2	1
	5. Tissue engineering.		2	1	3
	C). Direct questions. (Each of 1 mark)	(05)			
	1. Three dilemmas for an ineffective supply chain.		1	2	3
	2. Quota system.		2	1	1
	3. Synthetic devices.		1	2	3
	4. Drug delivery devices		2	2	1
	5. Internal Management Remuneration.		2	2	3
	Q.2 Answer the following questions.				
	A). What Is the Correct Investment Model for Healthcare Technology?	(07)	4	1	3
	B). How the Pharmaceutical Industry Can Shape Its Own Environment?	(08)	1	4	3

Q.3	Answer the following questions.				
A).	"A single technology on its own can rarely solve healthcare problems; it must be used with other appropriate techniques". Discuss organisational challenges with suitable example.	(07)	1	2	3
B).	"An objective for government in designing frameworks for the protection of IP should be to strike the right balance, encouraging long-term entrepreneurial investors while discouraging short-term, value-destroying opportunists or arbitrageurs." Explain this statement.	(08)	3	2	1
Q.4	Attempt any two questions. (Each of 7.5 mark)	(15)			
	1. "Short-line wholesaler's deal in those items in which they can see a regular demand that will allow them to trade and turn over their stock regularly and		1	4	3
	2. "The three areas of risk, portfolio management and pricing strategy provide challenges to efficient supply chain management". Explain this statement.		4	3	2
	3. "Differential pricing, coupled with the free movement of goods, creates a major opportunity for arbitrage". Explain this statement with suitable example.		2	2	3
	4. "The classification in some countries of dangerous drugs which do not have the same restrictions on use and supply in neighboring markets can create problems of illegal supply and abuse". Explain this statement.		2	2	2