

SVKM'S NMIMS

Shobhaben Pratapbhai Patel / School of Pharmacy & Technology Management

Programme: M. Pharm + MBA (Pharmaceutics/PQA/PT/IP)

Year: II ✓

Semester: III ✓

Academic Year: 2019-20

Marks: 50 ✓

Subject: Indian Ethos and Business Ethics in Pharma ✓

Time: 10.00 am to 12.00 noon

Duration: 2 hrs. ✓

Date: 28 November 2019 ✓

No. of Pages : 01

FINAL EXAMINATION

Instructions: Candidates should read carefully the instructions printed on the question paper and on the cover of the Answer Book, which is provided for their use.

- 1) Question No. 1 is compulsory.
- 2) Out of remaining questions, attempt any 3 questions.
- 3) In all 4 questions to be attempted.
- 5) Answer to each new question to be started on a fresh page.
- 6) Figures in brackets on the right hand side indicate full marks.
- 7) Assume suitable data if necessary.

Q1. According to the case study 'Annalakshmi Foods', Annlakshmi faced certain challenges. Assume that you have been given the responsibility of starting a restaurant chain that follows the principle of 'Athithi Devo Bhav' (meaning: Guest is god) in letter and spirit, and incorporate Annalakshmi principles of 'Eat to your heart's content, Pay what your heart feels'. Which would be the important challenges that you could face while operating the restaurants, and how would you plan to meet those challenges. (20M)

Q2 What are the examples of non-promotional information that are not covered by the IFPMA Code? Section 7.5.1.2 prohibits promotional aids for prescription-only medicines. Does this also apply to the provision of pens and notepads in the context of company organized events? (10M)

Q3. To whom does the IFPMA Code apply? Which interactions or activities of pharmaceutical companies are specifically outside the scope of the IFPMA Code? (10M)

Q4. What are management lessons to be learnt from the Mahabharata? (10M)

5. What are management lessons to be learnt from the wisdom of Chanakya? (10M)