**JAIPURIA INSTITUTE OF MANAGEMENT, INDORE**

**PGDM**

**SIXTH TRIMESTER (Batch 2019-21)**

**END TERM EXAMINATION, MAY-2021**

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| Course Name | **B2B Marketing** | Course Code | **MKT601** |
| Max. Time | **2 hours** | Max. Marks | **40** |

**INSTRUCTIONS:**

1. Kindly keep your answers brief and up to the point
2. Plagiarism test will be conducted. A similarity percent of more than 5% will result in penalty. 10 Marks will be deducted from the overall score.
3. Each question carry 10 marks.

**Case- pricing the epipen this is going to sting**

**Q.1** What should Heather Bresch do? Why? What risk do you see with this plan of action?

**Q.2** Does the variation in prices across countries seem reasonable? What would happen if Mylan were forced to make its prices more consistent?

**Q.3** What changes, if any, would you make to Mylan’s pricing policy? Is there a better way to structure the discounts?

**Q.4** What is the biggest risk that Bresch faces?