

Medical Representative Questionnaire

Effect of Generic Drugs on the buying behaviour pattern and brand sustainability of Ethical Drugs in Western India

Dear Respondents,

I am undergoing this study for my Doctoral Degree in Management. To serve the purpose, I have designed this questionnaire. It would be kind on your part, if you acknowledge gracefully your cooperation in answering the questionnaire.

I assure you that this information is gathered purely for academic purpose.

Thanking You.

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Assumptions:

1. Most drug manufacturers prefer to promote generic medicines/ brands with higher margins.
2. Insist the local physician/ general practitioners to prescribe medicine brands by offering lucrative financial incentive.
3. Promotional schemes for the branded medicines or equivalent generic versions depends on the predicted Sales Volumes of the medicine(s) and proposed trade margins.
4. Normally look for Medical Stores and Consulting doctor's chamber in a densely populated area/ commercial area to promote their leading medicine brands/ generic versions.
5. Selection of drugs to be promoted is mainly guided by the specialties of the physician(s) practicing and looking at their prescription slip.
6. Free Samples in modest quantity is offered to the doctor's to insist them for prescribe their medicine brands.
7. Promotion of generic version for a formulation to a doctor/ retail pharmacist is based on the market price of substitute generic versions and the stage of patents of branded drugs of the same formulations.
8. Cost of treatment of a patient is among the major factor that contributes to more of generic drug sales than the ethical drugs of the same formulations.
9. Major players are Family run business (Corporate Houses) and others are mostly the small-to-medium size manufacturers.
10. Margins, trade cycles, payment terms, attributes perceived, pricing patterns, preference set of drugs by the doctors, and prescription patterns are the major factors that manufacturers consider while designing their Promotional Schemes for a particular geographical area or a city.

Medical Representative Questionnaire

I. Background of the Company:

(Please tick mark whichever is applicable)

1. What is the size of your Company?

- (a) Small Scale ☐
(b) Medium Scale ☐
(c) Large Scale ☐
(d) Multinational ☐

2. Since how many years you have been in this profession?

- (a) less than 5 years ☐
(b) 5 to 10 years ☐
(c) 10 to 15 years ☐
(d) more than 15 years ☐

3. How many doctors, on an average, do you call everyday? (please tick mark)

- (a) 6 - 8 Doctors ☐
(b) 9-10 Doctors ☐
(c) more than 10 Doctors ☐

4. How do you rate your interaction with the doctors?

(please tick mark)

- (a) Not very comfortable _____
- (b) Comfortable _____
- (c) Enjoyable _____

II. opinion of the MRs about the job

5. Please read the following statements and tick mark your preference on an appropriate scale

	☐	☐	☐	☐	☐	☐	☐	☐	☐
	Strongly Agree	Generally Agree	Moderately Agree	Moderately Disagree	Generally Disagree	Strongly Disagree			
(a) Doctors consider MRs as important source of information	_____	_____	_____	_____	_____	_____			
(b) I believe that if a doctor trusts me, he/she is more inclined to prescribe my medicine brand(s)	_____	_____	_____	_____	_____	_____			
(c) I believe that when a doctor accepts gifts/obligation from me, he/she is obliged to prescribe my medicine brand(s)	_____	_____	_____	_____	_____	_____			
(d) I believe that when a doctor accepts samples from me, he/she is obliged to prescribe my medicine brand(s)	_____	_____	_____	_____	_____	_____			
(e) I believe that the doctors are more likely to prescribe my medicine brand(s), if I possess adequate knowledge	_____	_____	_____	_____	_____	_____			

(f) I believe that doctor generally prefer those MRs who provides genuine information about their medicine brand(s) _____

6. Please rank the following factors which you believe, motivate the doctors to prescribe a medicine brand in order of importance (the most important - 1, the least important - 5)

- (a) Authenticated technical information _____
- (b) Recommendation of fellow doctor/friends/experts _____
- (c) Gifts and other obligations _____
- (d) Seminars/ Workshops conducted by companies _____
- (e) Corporate image/ Medicine brand image _____

7. Please read the following statements and tick mark your preference on the appropriate scale.

Strongly Agree	Generally Agree	Moderately Agree	Moderately Disagree	Generally Disagree	Strongly Disagree				

- (a) I believe that the doctors are generally price conscious when They prescribe medicine brand(s) to their patients _____
- (b) Aggressive promotions from the Company may influence the prescription behaviour of doctors _____
- (c) Samples, gifts and other obligations from the Company does Influence the prescription behaviour of doctors _____
- (d) Frequent visits to the doctor normally influence their prescription choice for the medicine brand(s) _____

8. My profession normally covers the following jobs:

i. Visiting Doctor's to insist them to prescribe my medicine brands	one visit per week	two visits per week	one visit per month	two visits per month
ii. Visiting Pharmacist's to insist them to Stock my medicine brands				
iii. Assist Sales group				
iv. Visit territories at regular intervals to monitor the performance				
v. Other (please specify)				

III. Personal Details:

(a) Name : _____

(b) Qualification: (Please tick mark)

i. B Pharma : _____

ii. M Pharma : _____

iii. Other (please specify) : _____

(c) Years of Experience in this market: _____

(d) Income:

- i. <60,000/annum _____
- ii. 60,000-1,50,000/ annum _____
- iii. 1,50,000- 2,00,000/ annum _____
- iv. >2,00,000/annum _____

Thanks!