Competitive Intelligence

Spring 2017

Home Work 5: TEVA

For the following home work, you are to go into the web site of [www.teva.co.il](http://www.teva.co.il) or the yahoo.com or google.com search engines to find the answers to the following questions about the competitive intelligence profile of TEVA, the pharmaceuticals company. Answer the questions below.

1. The full name of the company is:

a) Teva Pharmaceuticals Inc.

b). Teva Pharmaceutical Industries Ltd.

c). Teva Pharmaceutical Industries Inc.

d). Teva Industries Inc.

2a. Who is the CEO of the company, and who is the Chief Marketing Officer?
 CEO: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
 CMO: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2b) Who is the Group EVP for Marketing and Communications, and who is the Chief Science Officer?
 Group EVP: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
 Chief Science Officer: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3. Dr. Rob Koremans became President and CEO, Global Specialty Medicines in year:

a) 2011

b) 2013

c) 2010

d) 2008

4. Corporate Headquarters for Teva are located in:

a) New York

b) Haifa

c.) Petach Tikva

d) Jerusalem

5. Teva bought the generic drug business of Allegran in the year:

a) 2011

b) 2013

c) 2015

d) 2016

6. Teva began trading on the TASE exchange under what name?

a) Teva Pharmaceuticals, Inc.

b) Teva Middle East Pharmaceutical Chemical Works Company Ltd

c) Teva Pharmaceuticals of Israel, Ltd.

d) Teva Drug and Pharmaceuticals Industries of Tel Aviv

Answer the following questions True or False

1. Teva began trading on the Tel Aviv Stock Exchange in 1962.

 True False

2. Teva trades on the Tel Aviv Stock Exchange and the New York Stock Exchange (dual listing).

 True False

3) The subsidiary Promedico was shut down in 1985.

 True False

4. In its Specialty “pipeline” of new medicines, Teva has 32 items.

 True False

5. In its Clinical trials, Teva is working on 23 new items.

 True False

6. Teva continued to show higher net sales from 2014 to 2015.

 True False