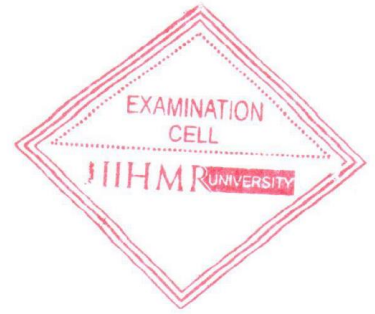




Time - 3 Hour

MM-70

The question paper contains ____ printed page.

Section (A)

All questions are compulsory

Q. 1. Define product line and product mix with suitable example and also discuss how a core product becomes a valuable product or brand product? (10)

Q2. How market segmentation can be performed for Pharmaceuticals and also discuss the various strategies for Pharmaceutical product positioning? (10)

Q3. Write short notes on: (15)

- a. POP & POD
- b. Customer Based Brand Equity Model
- c. Sales Forecasting

Section B

Q1. Explain the role & responsibilities of a Pharmaceutical Brand manager in a pharmaceutical company. Keeping in view a newly launched cholesterol lowering agent, explain how a product manager will prepare the marketing strategy for the same.(10)

Q2. Conveying a brand image to a target market is a fundamental marketing activity.

Explain the normative framework, BRAND CONCEPT MANAGEMENT for selecting, implementing and controlling brand image with the sequential process (selecting, elaborating, fortifying brand concept) in context to any ONE of the following brands(10)

- Lipitor-VG (i.e.statin + vildagliptin)
- Sensodyne
- Horlicks
- Crocin Pain relief
- Volini Gel
-

Q3.What is brand architecture? Explain in context to Brand relationship spectrum(15)
