

LIHMR UNIVERSITY
School of Pharmaceutical Management
MBA Pharmaceutical Management
Batch-08th (2016-2018) Second Year
Product and Brand Management
Term Examination



Time - 3 Hour

MM-70

The question paper contains 2 printed pages.

Section A (35 marks)

All questions are compulsory

- Q. 1. From where pharmaceutical product life cycle started, discuss in detail, and mention the benefits of PLM? (10)
- Q2. How market segmentation can be performed for Pharmaceuticals and discuss the various strategies for Pharmaceutical product positioning? (10)
- Q3. Write short notes on: (each carry equal 5 marks)
- Product forecasting & Planning
 - New product development in pharma
 - Product packaging and labelling

Section B (35 marks)

- Q4. What is brand architecture? Explain in context to Brand relationship spectrum. (10)
- Q5. Lipitor lost its patent exclusivity in Nov.2011. What marketing strategies you can suggest to Pfizer marketing team for Life cycle management of Lipitor. (10)
- Q6. Assume you are a Product Manager of a pharma company and the following information is provided to you (15)

Background

An MNC is about to launch a new brand for Hypertension and Heart failure. The brand is an original innovator molecule. The molecule is an angiotensin receptor blocker (ARB).

Molecule details - Valsartan

Key Properties

Causes vasodilation

Reduces secretion of vasopressin, and reduces production and secretion of aldosterone

USP

The brand is the original molecule of an MNC and is the only molecule approved by USFDA in post MI and HF.

Based on the above information, prepare the **Marketing Plan** of the product with the following compulsory details:

- A brand name
- Positioning
- Recommend a launch plan for the brand
- Communication plan