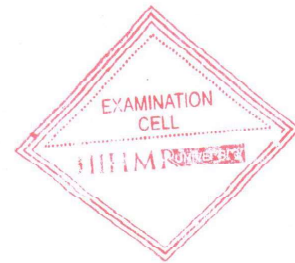


LIITHMR UNIVERSITY
School of Pharmaceutical Management
MBA Pharmaceutical Management
Batch-09 (2017-2019) – 2 Year
Product and Brand Management
Term Examination

**Time - 3 Hour****MM-70**

The question paper contains 1 printed page.

*All questions are compulsory***Section A (35 marks)**

Q1. Elaborate the various distribution channels in pharmaceutical with their functions and manufactures benefits from working with channel intermediaries? (10)

Q2. Discuss the product management scope in pharmaceutical business in detail and make a brief description about product planning? (10)

Q3. Write short notes on: (Any 3, Each carry equal 5 marks)

- a. Marketing mix in Pharma
- b. Pharmaceutical market segmentation
- c. Sales Forecasting
- d. Product positioning in Pharma

Section B (35 marks)

Q4. What are Heritage brands ? Define them in context to the Indian pharma industry with FIVE examples and explain in detail for ONE brand how you will do the Brand rejuvenation for the same. (10)

Q5. What is Brand Identity? Explain the same in detail for REVITAL using Kapferer's Brand identity prism. (10)

Q6. Explain the following Brand Equity models: (15)

- (a) Brand Asset Valuator
- (b) Brand Resonance
- (c) Brandz
