IIHMR UNIVERSITY

School of Pharmaceutical Management

MBA Pharmaceutical Management

Batch-10th (2018-2020) Second Year

Product and Brand Management

Term Examination

August 2019

Time - 3 Hour	**MM-70**

The question paper contains 2 printed pages.

All questions are compulsory

Part-A

Q1. Define consumer perception? Discuss the consumer perception affecting factors towards OTC products? (10)

Q2. What do you mean by market testing? Discuss methods of consumer goods market testing? (10)

Or

In today's pharmaceutical marketing scenario companies are adapting 'me too' strategies with the product that results in high noise level. In such situation, company wants to create its own identity via competitive and innovative strategies to promote their product and capture the market. Discuss what competitive and innovative strategies should be followed by company so that they can prepare better product positioning in market?

Q3. Write short notes on: (Any 2, Each carry equal 7.5 marks)

a. Volini product line extension journey
b. Product life cycle management at decline stage
c. Market potential
d. Product attributes and patient compliance

Part-B

1. Suresh and Rajesh are two enterprising youth. They have passed out from a premier management institute. They have decided that instead of doing job, they will launch fresh vegetables in Indian Marketing. Having learnt of the future conventional foods, they decided to venture into cultivation of mushrooms. Mushrooms are known to be the best alternative food for vegetarians. For Suresh and Rajesh fund raising was a serious handicap for Mass Production. However, the first trial batch of mushrooms that they produced was bought by star hotel in Jaipur. Further the hotel placed orders for supply of 20 kgs every day. Suresh and Rajesh want to sell mushrooms in a very big way all over India.

How will you guide Suresh and Rajesh in (a) Brand Positioning (7 Marks) and (b) Brand Strategies (8 Marks)

2. Justify your answer to following questions in maximum 2 sentences. (20 marks)

a. Observation with one eye and attention with half the mind is the maximum impact of an advertisement that an advertiser can expect from its target customers. Do you agree?
b. Distribution is the last dark continent of marketing –Do you agree?
c. Milkmaid was re-positioned as the testiest milk made when there was scarcity of milk -Is such re-positioning appropriate?
d. Marlboro cigarette‘s advertisement showing a cowboy is considered to be the advertisement of the 20th century and proves brand personality‘s influence on sales volume -Do you agree?
e. The no. of cows and dogs in a portfolio of a corporate house does not influence decision-making about investment and composition of SBU‘s- correct?
f. Toyata‘s USP is performance and conformance. Is the statement correct?
g. Nirma‘s success is based on correct positioning-Is it true?
h. Brand is the most enduring asset of an organization-Is it correct?
i. The space in the mental black box is available only on rent and it is not available for sale or even on 99 years lease-Do you agree?
j. Co-branding includes strategic alliance-Is it untrue?

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