Enrolment No.: ……………………………

School of Pharmaceutical Management

MBA Pharmaceutical Management
Batch-14th (2022-2024)
Second Year, Term 4 End Term Examination, September 2023

PHRM-728 Product and Brand Management

Time - 3 Hour **Maximum Marks: 50 (Minimum Marks: 20)**

Instructions to students:

- **This question paper contains 2 printed pages.**
- **Don't write anything on the Question Paper except writing your Enrolment No.**

Part A

(Maximum Marks: 5)

Q1. Answer the questions by determining whether each of the following statements is true or false:

(5 x 1 = 5 marks)

(a). Ethical considerations in pharmaceutical brand management involve maintaining integrity and trust.

(b). Digital marketing strategies enhance brand visibility in the pharmaceutical industry.

(c). Market segmentation enables targeted communication and better understanding of consumer needs and preferences.

(d). Brand equity reflects the overall value and perceptions associated with a pharmaceutical brand.

(e). Innovation plays a pivotal role in staying competitive and relevant in the pharmaceutical marketplace.

Part B

(Maximum Marks: 15)

Answer the following questions in brief.

(3 x 5 = 15)

Q2. Discuss in brief on Brand Management.

Q3. What do you understand by Brand equity and Brand Attitude.

Q4. What do you understand by Brand Repositioning and Brand Loyalty .

Part C

(Maximum Marks: 30)

Answer the following questions in detail.

(3 x 10 = 30)

Q5. Discuss New Product Development Process in detail with relevant examples.

Q6. Discuss roles & responsibilities of Product and Brand Manager.

Q7. Discuss Product Management and Classification of product. Discuss significance of Customer Analysis.