

IIHMR UNIVERSITY
School of Pharmaceutical Management

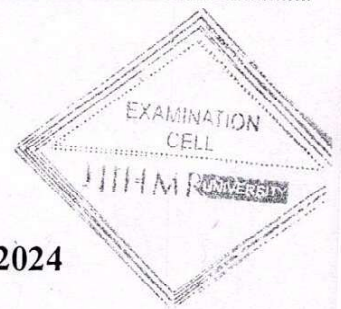
MBA Pharmaceutical Management

Batch-15th (2023-2025)

Second Year, Term 4 End Term Examination, November 2024

PHRM-728 Product and Brand Management

Enrolment No.:



Time - 3 Hour

Maximum Marks: 50 (Minimum Marks: 20)

Instructions to students:

- This question paper contains 02 printed pages.
- Don't write anything on the Question Paper except writing your Enrolment No.

Part A

(Maximum Marks: 5)

Q1. State True/False for the following (1 mark each):

- Product management only focuses on the development of new products.
- Forecasting market potential is irrelevant to product management strategies.
- A product re-launch is only needed when the product has failed in the market.
- Packaging and labelling have no impact on product positioning or consumer perception.
- Repositioning is only necessary when a brand's sales are declining.

Part B

(Maximum Marks: 15)

Answer the following questions (5 mark each):

- Q2. What is the purpose of forecasting in product management?
- Q3. Describe e-detailing in pharmaceutical product promotion.
- Q4. Why is brand repositioning important in mature markets?

Part C

(Maximum Marks: 30)

Answer the following questions in detail (10 mark each):

- Q5. Explain the role of product management in the pharmaceutical industry. Discuss the scope of product management across different stages of the Product Life Cycle (PLC).
- Q6. Describe the process of brand building and explain the role of brand elements (e.g., logo, slogan) in establishing and sustaining a pharmaceutical brand. How do business models support the long-term success of a brand?
- Q7. Discuss the roles and responsibilities of a Product and Brand Manager in the pharmaceutical industry. How do these managers contribute to the success of product promotion.