Enrolment No.: ....

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

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):

(a). Product management only focuses on the development of new products.

(b). Forecasting market potential is irrelevant to product management strategies.

(c). A product re-launch is only needed when the product has failed in the market.

(d). Packaging and labelling have no impact on product positioning or consumer perception.

(e). 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.

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