

AT-1436

M.B.A. Semester—III (New Course) Examination
BRAND PROMOTION AND MARKETING IN PHARMACEUTICAL INDUSTRY
Paper—MBA/3505/PH

Time : Three Hours]

[Maximum Marks : 70

- Note :—**(1) Attempt all questions.
(2) Figure to the right indicate marks.

SECTION—A

1. Describe in detail about the scope of Pharmaceutical Brand Management in Today's Era. 14

OR

- Explain the characteristics and future of Pharmaceutical Marketing in India. 14

SECTION—B

2. (a) Define and describe the various stages of Product Life Cycle for a Pharma Brand. 7
(b) Analyse and research the new product for Troikaa Pharma for its gastro segment. 7

OR

- (c) Explain the various stages of research and development for a new product launched in pharma brand. 7
(d) Zydus Pharma want to align its "Zygra" Brand with product life cycle of pharma brand. Help out Zydus Pharma in the alignment process for Zygra. 7
3. (a) Write down the various segmentation criteria for a pharma brand. 7
(b) Analyse and help Torrent Pharma to launch a new brand in Urology segment for the Torrent Pharma. 7

OR

- (c) Explain the various stages of positioning for a pharmaceutical brand. 7
(d) Help out Kreto Pharma in Re-Launching the old brand in dermatology segment. 7

SECTION—C

4. (a) Differentiate between pharmaceutical marketing and selling in detail. 7
(b) Describe the various elements of marketing plan for pharma brand in Ortho segment. 7

OR

- (c) How a pharma brand can go OTC (Over The Counter) ? Explain the various steps of it. 7
(d) What are the various pricing policies adopted by pharmaceutical companies for product penetration ? Explain in your own words. 7

SECTION—D

5. Neo Pharma designed special visual aid as online promotional material for its Medical Representatives but in front of doctors, demo of this online promotional material is getting fail. So Neo Pharma has given training to handle it but still after the training, some medical representative of Neo Pharma has rejected the online promotional material to use and will use brochures only :

Questions :

- (i) Analyse the case. 7
(ii) In your opinion, Neo Pharma has taken the right decision to withdraw the use of online promotional material. If yes then why ? Justify your statement. 7