



JBO-014-0032005

Seat No. _____

**Master of Pharmacy Management (Sem. XI)
(CBCS) (W.E.F. 2014-15 & 2015-16) Examination**

January - 2020

Pharmaceutical Brand Management

Faculty Code : 014

Subject Code : 0032005

Time : 3 Hours]

[Total Marks : 80

- Instructions :**
- (1) Attempt three questions from each section.
 - (2) Questions 1 and 5 are compulsory.
 - (3) Figures to the right indicate full marks for the respective question.
 - (4) Draw neat and clean diagram when required.

SECTION - I

- 1 Answer the following questions : (any seven) 14**
- (1) What is Pharmaceutical Marketing?
 - (2) Define term Brand management.
 - (3) Give any two tagline of pharma brand.
 - (4) Discuss Social Media Marketing with suitable example.
 - (5) What do you mean by Brand Identity?
 - (6) Explain term 'Brand Loyalty'.
 - (7) Define the term Copy right.
 - (8) Write the meaning of Trade mark.
 - (9) Explain Brand Equity.
 - (10) What is Brand Positioning?
- 2 Answer the following questions :**
- (1) Explain Brand management. How it is important in pharmaceutical industry? **7**
 - (2) Write procedure/steps for Trademark Registration in India. **6**

- 3** Answer the following questions :
- (1) Explain Brand Attributes. Discuss various attributes for making brand strong. **7**
 - (2) Discuss difference between Brand and Product. **6**
- 4** Answer the following questions :
- (1) Explain Challenges faced by Pharmaceutical Industry in India. **7**
 - (2) Write a detailed note on: Sources of Brand Identity. **6**

SECTION - II

- 5** Answer the following questions : (any **two**) **14**
- (1) Write a note on 'Trade mark related issues.'
 - (2) Discuss good characteristics of Brands.
 - (3) Explain Process of Selecting a renowned and successful Brand Name.
- 6** Answer the following questions :
- (1) Discuss Importance of Branding in Pharmaceutical Industry of India. **7**
 - (2) Write a detailed note on: the Strategic brand management process. **6**
- 7** Answer the following questions :
- (1) Discuss in detail: Brand development process. **7**
 - (2) Explain the three C's of branding. **6**
- 8** Answer the following questions :
- (1) Discuss role of Advertisement in building pharmaceutical brand. **7**
 - (2) Explain the concept of Brand Positioning with reference to pharma product. **6**