

Total No. of Questions : 5]

SEAT No. :

PF-5747

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M.B.A.

PHM-612-MJ : DIGITAL MARKETING IN PHARMA & HEALTHCARE

(2024 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each questions have an internal option*
- 3) *Your answer should be specific and to the point.*

Q1) Answer any 5 out of 8 (2 marks each) :

[10]

- a) Define mobile app marketing.
- b) Enlist two features of digital marketing in healthcare.
- c) Define healthcare marketing.
- d) Identify two digital channels used in pharma.
- e) Which platform is most suitable for professional healthcare communication?
 - i) Instagram Reels
 - ii) LinkedIn
 - iii) Snapchats
 - iv) Youtube shorts
- f) True/false : Digital marketing allows real - time communication with patients.
- g) Fill in the blanks : Digital marketing helps hospitals build _____ with patients.
- h) Modern healthcare marketing relies heavily on :
 - i) Telephone directories
 - ii) Newspaper
 - iii) Digital platforms
 - iv) Pamphlet

P.T.O.

Q2) Answer any 2 out of 3 (5 marks each) : [10]

- a) Explain the regulatory framework impacting digital marketing in pharma.
- b) Describe ethical issues in advertising healthcare products online.
- c) Explain why data privacy is essential in digital healthcare marketing.

Q3) Answer 3(a) or 3(b) : [10]

- a) Apply SEO and SEM strategies to improve reach of a clinic's website.
- b) Demonstrate how Google Analytics helps optimize digital campaigns.

Q4) Answer 4(a) or 4(b) : [10]

- a) Analyse differences between traditional and digital pharma marketing.
- b) Analyse how data privacy concerns affect digital healthcare activities.

Q5) Answer 5(a) or 5(b) : [10]

- a) Evaluate how digital marketing influences patient decision making.
- b) Create or AI enabled digital marketing strategy for a pharma company.
