

K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

Program: PGDBM-HCM (2018-2020)

Subject: Healthcare Marketing
(End Term examination)

Maximum Marks: 50

Date: 04/04/2019

Notes:

- 1. Question No. 1 is compulsory.**
- 2. Answer any 1 question from Question 2 to Question 4.**

Section- A

Q1. What are the unique features of pharmaceuticals selling? Explain the seven steps of the selling process, clearly explaining the features of each step with an example.

20 marks

Q2. Explain any five key guidelines UCPMP guidelines for textual & AV promotional material. Draw up a template for an HCP brochure based on the guidelines.

10 marks

Q3. Differentiate between types of Healthcare-Practitioner adopters and types of patients with ONE example of a communication message for each type.

10 marks

Q4. What is 'wellness'? Explain with suitable examples: Hospital marketing strategy now needs to include preventive & post-operative care because as an industry we are responsible for the full continuum of clinical care

10 marks

Notes:

1. Question No. 1 is compulsory.

2. Answer any 2 question from Question 2 to Question 5.

Section-B

Q1) Define Medical Devices and Equipment mentioning the Current Trends prevailing in the Indian Medical Devices Market?

a) Aspects and Categorization of Medical implants?

b) Growth Drivers boosting Indian Medical Devices Market/Challenges faced?

c) Explain the differences between Drugs and Devices?

d) “New medical Technology has led to Patient Empowerment.” Explain this Patient –Centric transition?

(10 marks)

Q2) Describe the sequential Sales Chain process in the Cap-ex Medical Equipment model? What is Library Consignment Model and for which kind of Implants is it applicable)

(5 marks)

Q3) Explain Product Bundle pricing and Product Comprehensive pricing as a competitive tool in Medical devices sales and negotiation?

(5 marks)

Q4) Illustrate the Product Life Cycle of a Medical device with an example of your choice?

(5 marks)

Q5) Mention the Regulatory Regime governing Medical Devices in India enumerating the positive changes Government is implementing?

(5 marks)

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