

Trimester: III		
Examination: End Term Examination (2023-2025)		
Programme code: 06 Programme: MBA HCM	Class: FY	Trimester: III (Batch 2023-2025)
Name of the Constituent College: K. J. Somaiya Institute of Management		Name of the department/Section/Center: Pharma Marketing & Wellness
Course Code: 117P06C307	Name of the Course: Healthcare Marketing (Pharma Hospital)	

Maximum Marks: 25

Date: 02-04-2024

Notes: Question 1 is compulsory. Choose any two questions from Q2 to Q5.

Question No.		Max. Marks
Q1	In pharmaceutical marketing, what is market segmentation? With suitable examples, explain primary ways of segmentation. Also, what are the benefits of market & customer segmentation?	15
Q2	Explain five pricing structures in the Indian Pharmaceutical Market.	5
Q3	Explain any five promotional strategies for wellness marketing in India	5
Q4	Regarding Integrated Marketing Communication, elaborate five elements of messaging strategy.	5
Q5	The Department of Pharmaceuticals (DoP) issued a policy communication on March 12, 2024, to pharmaceutical associations, disseminating the Uniform Code for Pharmaceutical Marketing Practices 2024 (UCPMP 2024) and urging strict adherence. What are the guidelines for brand reminders and a pharmaceutical organization's relationship with HCPs?	5