

Semester: Jan – Mar 24		
Maximum Marks: 25 Examination: ETE Exam Date: 02-04-2024 Duration: 03 hrs		
Programme code: 06 Programme: MBA HCM	Class: FY	Trimester: III
College: K. J. Somaiya Institute of Management	Name of the department/Section/Center: Healthcare	
Course Code: 117P06C307	Name of the Course: Healthcare Marketing (Medical Device)	
<p>Instructions: <u>ANSWER ANY 5 QUESTIONS.</u></p> <p>ALL QUESTIONS CARRY EQUAL MARKS.</p> <p>PLEASE FEEL FREE TO ANSWER IN YOUR OWN WORDS.</p> <p>EXPRESS YOU'RE PERSPECTIVE, PERCEPTION & VIEWS.</p>		

Question No.		Max. Marks
1	DEFINE MEDICAL DEVICES? WHAT IS THEIR ROLE IN ENHANCING BETTER TREATMENT TO PATIENTS?	5
2	ELABORATE PRODUCT LIFE CYCLE OF MEDICAL DEVICES WITH RELEVANT EXAMPLES?	5
3	WHAT ARE THE LATEST TRENDS IN MARKETING MEDICAL DEVICES? HOW DO YOU EXPLAIN VALUE PERCEPTION AND NARROWING THE GAP TO THE MINIMUM BETWEEN CUSTOMER AND PRODUCT?	5
4	ENUMERATE THE PRICING STYLES BEST SUITED FOR MEDICAL DEVICES, MENTION DIFFERENT PRICING MODELS THAT CAN BE APPLIED?	5
5	DIFFERENTIATE BETWEEN MEDICAL DEVICES AND DRUG? DO YOU AGREE THAT THE MEDICAL DEVICES ARE 65% IMPORTED IN INDIA BECAUSE THEY ARE OF BETTER AND RELIABLE QUALITY?	5
6	YOUR TAKE ON MAKE IN INDIA MOVEMENT OF MEDICAL DEVICES? WHAT NEEDS TO BE DONE TO MAKE IT A SUCCESS?	5

7	WHAT DO YOU SEE THE FUTURE OF THE GROWTH OF AI (ARTIFICIAL INTELLIGENCE) IN MEDICAL DEVICES APPLICATIONS? THE ADVANTAGES AND DISADVANTAGES AS YOU FORESEE?	5
---	--	---