

Trim – June-Sep 2024		
Maximum Marks: 25 Examination: ETE Exam Date: 09-11-24 Duration: 1 hour		
Programme code: 06 Programme: MBA HCM	Class: FY	Semester/Trimester: I
College: K. J. Somaiya Institute of Management	Name of the department/Section/Center: HEALTHCARE MARKETING	
Course Code: 317PO6C106	Name of the Course: Healthcare Marketing (Pharma, Hospitals, Medical Devices, Wellness)	
Instructions: ANSWER ANY 5 QUESTIONS APPLY YOUR PERSPECTIVE AND PERCEPTION TO ANSWER YOUR QUESTIONS.		

Question No.	QUESTION	Max. Marks
1	DEFINE MEDICAL DEVICES AND ITS IMPORTANCE IN TODAYS HEALTHCARE SCENARIO?	5
2	DEFINE PRODUCT LIFE CYCLE OF ANY PRODUCT OF YOUR CHOICE ANFD HIGHLIGHT THE DIFFERENT STAGES IT GOES THROUGH?	5
3	ENUMERATE DIFFERENCE BETWEEN DRUG AND MEDICAL DEVICES?	5
4	WHAT ARE THE DIFFERENT PRICING STYLES IN MEDICAL HEALTHCARE, ENUMERATE A FEW?	5
5	INBOUND MARKETING AND OUTBOUND MARKETING IN MEDICAL DEVICES? YOUR PERSONAL VIEWS ON THEIR ADVANTAGES AND DISADVANTAGES?	5

6	GRRENFIELD PROJECTS AND BROWNFIELD PROJECTS EXPLAIN?	5
7	SALES FORCE EFFECTIVENESS,PLEASE HIGHLIGHT THEIR RELEVANCE IN HEALTHCARE?	5