

Semester 1		
Examination: End Term Examination (2024-2026)		
Programme code: 06 Programme: MBA HCM	Class: FY	Semester 1 (Batch 2024-2026)
Name of the Constituent College: K. J. Somaiya Institute of Management		Name of the department/Section/Center: Pharma Marketing & Wellness
Course Code: 317P06C106	Name of the Course: Healthcare Marketing (Pharma Hospital/Med Devices/Wellness)	

Maximum Marks: 25

Date: 09-11-2024

Instructions:

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

Question No.		Max. Marks
Q1	What is Integrated Marketing Communication (IMC). Explain the IMC model for the pharmaceutical industry.	15
Q2	In the process of pharmaceutical selling, explain the following two steps: 1. Handling objections effectively 2. Probing to identify needs	5
Q3	Highlight the key guidelines from UCPMP 2024 on 1. Brand reminders 2. Continuing Medical Education	5
Q4	Setting the price for a new product is different from setting it for an established product. Point out the differences.	5
Q5	Explain Wellness Marketing. What are the challenges of Wellness Marketing?	5