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| **Trim: Nov 2024 - Mar 2025**  **Maximum Marks: 50 Examination: ETE Exam Date: 02.04.25 Duration: 2 hours** | | |
| **Programme code: 06**  **Programme: MBA HCM** | **Class:** FY | **Semester/Trimester: Sem II** |
| **College:**  **K. J. Somaiya Institute of Management** | **Name of the department/Section/Center:** | |
| **Course Code: 317P06C203** | **Name of the Course: Digital Marketing in Healthcare** | |
| **Instructions:** Question 1, 2 & 3 are compulsory. Thereafter, attempt any 1 question from question 4 to question 5 | | |

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| **Question No.** |  | **Max.**  **Marks** |
| Q1 | ***Compulsory Question***  **Study the situation given below and answer the situation-based questions:**  **The Marketing Objective**  Diabetes, a growing concern in India, prompted Horlicks Diabetes Plus to launch a transformative campaign. Recognizing the need for education and accessible solutions, the campaign aimed to establish Horlicks Diabetes Plus as a beacon of health and wellness within the beverage and drinks category.  The campaign aimed to educate diabetic individuals about how excess sugar and inadequate fiber disrupt the levels of blood sugar control. The primary objective was to increase awareness and engagement among diabetic and pre-diabetic individuals regarding the critical role of fibre and protein in their diets. The overarching goal was to establish Horlicks Diabetes Plus as the leading diabetic supplement brand in urban India, where use of such supplements remains limited.  **The Target Audience**  A recent study found a higher prevalence of diabetes in urban areas among the 35+ age group, likely due to changing lifestyles and environments. Using data from the Indian Diabetic Federation, Horlicks focused on this key demographic, where 2 out of 3 individuals with diabetes and 80% of type 2 cases were in the 45 + age group.  What ‘digital only’ media strategy should Horlicks Diabetes Plus campaign adopt, to drive the following outcomes -   1. Increase website traffic and CTR 2. Increase video views on YouTube 3. Increase engagement from 1% to 4% 4. Increase earned media placements by 20% 5. Increase brand sales by 10-15% | 15 |
| Q2 | ***Compulsory Question***  Nuveda is a newly launched skincare brand based on western science and Indian Ayurvedic principles. The brand believes in visible results and has a multi-category lineup of products across facial care including cleansers, serums, sunscreen, day and night creams, for different skin types and skin conditions.  Nuveda’s primary objective is to create awareness and salience for the brand among its target audience and it intends to do so, through paid search campaigns. Nuveda sells its facial care range from e-commerce platforms like Amazon, Flipkart and Nyka, as well as from its own website.  Compile a list of 10-12 relevant keywords for any **one** ad group of Nuveda, mention 3 tools / tactics that can be used for keyword planning and design the Ad creative for the Google Ad campaign (for any one ad-group) | 10 |
| Q3 | ***Compulsory Question***  Write short notes on any 3 of the following:  i) Intent targeting, Remarketing and Lookalike targeting with examples   1. What is Facebook Pixel and how is it installed in the advertiser’s website. What KPI’s will it measure 2. Explain 4 Blackhat SEO practices with examples 3. What makes X (Twitter) a great business platform and differentiates it from other social media platforms 4. A health & wellness brand is keen on mobile advertising. Give 3 ways in which the brand can leverage off-device mobile advertising | 15 |
| Q4 | Explain the following KPIs of a health focused online retail store and what are the implications of these KPI’s on the health store’s business:  a. Cart abandonment rate  b. Bounce rate  c. Campaign conversion rate  d. Exit rate | 10 |
| Q5 | An OTC cough syrup brand, targeted at kids, wants to improve its social media presence and user engagement scores.  The brand has 5k followers on its Facebook page and puts out 2-3 posts every week including 1 sponsored post.  Outline some key strategies for the brand over the next 8 weeks to:  1. increase its Facebook fans to 50K  2. ensure better post/advert scheduling and delivery  3. content strategies to improve the overall engagement rate on FB  4. List the various KPIs to measure engagement performance | 10 |