



**MBA Hospital, Health, Pharmaceutical and Development Management
(2022-2024)**

Second Year, Term 6 End Term Examination, March 2024

EC-237 Contemporary Issues on Marketing Management

Time - 3 Hour

Maximum Marks: 50 (Minimum Marks: 20)

Instructions to students:

- This question paper contains 2 printed pages.
- Don't write anything on the Question Paper except writing your Enrolment No.

Part A

(Maximum Marks: 5)

Q1. True or False for the following statements (1 mark each):

- (a). Marketing Planning is the process of setting marketing objectives and determining the best strategies to achieve them.
- (b). Entrepreneurial and SME marketing strategies are tailored for large corporations.
- (c). Marketing processes involve the steps taken to identify, anticipate, and satisfy customer needs profitably.
- (d). Communication Skills are not necessary for successful sales professionals.
- (e). The Marketing-Planning Process involves analyzing the market, setting objectives, developing strategies, implementing plans, and evaluating performance.

Part B

(Maximum Marks: 15)

Answer the following questions.

- Q2.** Explain how contemporary marketing differs from traditional marketing practices and why it's important in today's business landscape. (5)
- Q3.** Explore the significance of the "P's of marketing" in shaping marketing strategies and achieving organizational objectives. (5)
- Q4.** Discuss emerging marketing techniques, particularly in the realms of digital and social media marketing and evaluate their potential impact on contemporary marketing strategies. (5)

Part C

(Maximum Marks: 30)

Answer the following questions in detail.

- Q5.** Discuss the challenges encountered in healthcare/ pharmaceutical/ rural marketing recruitment, talent retention, and budgeting, emphasizing strategies to overcome these challenges effectively. Support your discussion with relevant examples. (10)
- Q6.** Describe BCG Matrix and PLC and discuss the challenges and opportunities associated with strategic planning in contemporary business contexts. Support your discussion with relevant examples. (10)
- Q7.** Answer **any one** of the following: (10)
- (a). Examine the role of healthcare customer services in building patient trust, satisfaction, and loyalty, and discuss strategies for delivering exceptional customer experiences in the healthcare industry. Provide examples to illustrate your discussion.
- (b). Examine the significance of patient-centric approaches in pharmaceutical management for fostering trust, satisfaction, and loyalty among consumers. Discuss innovative strategies that pharmaceutical companies can adopt to enhance patient experiences and build lasting relationships in the healthcare market. Provide examples to illustrate your discussion.
- (c). Explore the significance of customer service initiatives within NGO management for nurturing trust, satisfaction, and loyalty among beneficiaries and stakeholders. Discuss innovative strategies that can be employed to ensure exceptional customer experiences while fulfilling their mission and objective. Provide examples to illustrate your discussion.