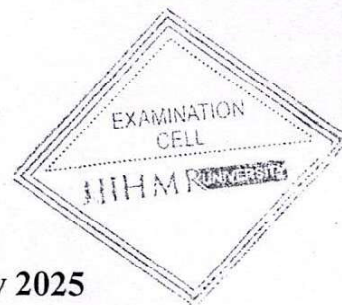


LIHMR UNIVERSITY
MBA Hospital and Health Management
MBA Pharmaceutical Management
MBA Development Management
(2023-2025)

Enrolment No.:



Second Year, Term 5 End Term Examination, February 2025

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)

Q 1. State True & False for the following questions (1 mark each)

- a) Contemporary marketing focuses only on product promotion and not on customer relationships.
- b) The history of marketing began with digital advertising in the early 21st century.
- c) Marketing is solely about selling products and generating revenue.
- d) Good communication skills are unnecessary in healthcare marketing as products speak for themselves.
- e) Marketing relies heavily on direct-to-consumer advertising in all countries.

Part B

(Maximum Marks: 15)

Answer the following questions (5 marks each)

- Q 2** Differentiate between sales promotion and public relations (PR) in healthcare/hospital/pharmaceutical/development marketing.
- Q 3** What are the key challenges in healthcare/hospital/ pharmaceutical/development marketing? Discuss factors such as customer retention.
- Q 4** Discuss the importance of digital and social media marketing in the healthcare/hospital/ pharmaceutical/development sectors.

Part C**(Maximum Marks: 30)****Answer the following questions in detail (10 marks each)**

- Q 5** Describe BCG Matrix and discuss the challenges and opportunities associated with strategic planning in contemporary business contexts.

Support your discussion with relevant examples.

- Q 6** Discuss the strategic planning process in healthcare, hospital, pharmaceutical, and development marketing.

Provide an example of a strategic marketing plan for a hospital, pharmaceutical product, or healthcare service provider.

- Q 7 Empowering Rural Women through Micro-Enterprise: The Sakhi Initiative**

The NGO Sakhi Foundation launched a program to empower rural women in India by providing training in handicrafts and organic farming. Despite initial enthusiasm, women struggled to sell their products due to poor market access and a lack of branding awareness.

To address this, Sakhi partnered with e-commerce platforms, local retail stores, and social media influencers to create an online marketplace for their products. They also conducted branding workshops to help women understand the importance of packaging and storytelling in marketing.

Within a year, the initiative helped 500 women become financially independent, and sales revenue increased by 70%.

Discussion Questions:

1. How did the Sakhi Foundation use marketing and branding strategies to promote rural entrepreneurship?
2. What role do digital platforms and social media play in the success of NGO initiatives?

