



The IIHMR University, Jaipur
Institute of Health Management Research
MBA Pharmaceutical Management
Batch 07 (2015-2017)

Social Media Marketing

TERM EXAMINATION

Time-3 Hours

M.M-70

Instructions: All questions are compulsory.. Each question is of 10 marks.

1.What is the difference between *Traditional, Digital* and *Social Media marketing*?

2.Explain the *following terms* in context to Social Media Marketing:

- a) Customer Life time Value (CLV)
- b) Partner Relationship Management (PRM)
- c)Big Data
- d)Search Engine Optimization (SEO)

3.How you will *segment the market* in context to social media marketing? Explain the process in context to the launch of a new Nutraceutical product keeping in view the closest rival REVITAL.

4.*Define the following:*

- a) Cost per Click(CPC)
- b)Click through rate(CTR)
- c)Cost per lead(CPL)
- d) Bounce rate (BR)
- e)Cost to acquire a new customer(CAC)

5.What is **Google analytics**? Explain in detail the various types of reports it generates and its usefulness.

6.**Explain briefly** the following:

- a) Crazyegg
- b) Kissmetrics

7.Being the Chief Digital Officer(CDO) of a Pharmaceutical company, explain how you will prepare the Social Media Marketing strategy for a your newly launch product – **“GoFever”**(Paracetamol 500 mg).

