



**The IIHMR University, Jaipur**  
Institute of Health Management Research  
**MBA Pharmaceutical Management**  
Batch 09 (2017-2019)

**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 – “*No-Fever*”(Paracetamol 500 mg).

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