

**LIHMR UNIVERSITY**  
**School of Pharmaceutical Management**

**MBA Pharmaceutical Management**  
**Batch-10 (2018-2020)**  
**First Year**

**Social Media Marketing**

**Term Examination**



**Time - 3 Hour**

**MM-70**

*Attempt any six questions. Question 4 is compulsory.*

1. Explain the difference between Digital, Social and Traditional Marketing. (10)
2. Marketing expert says that the Social Media has changed the traditional Doctor -Patient relationship and today the Patient is more informed than earlier phase. Explain this statement in context to the Patient -Dr. relationship and clearly outline the role of Social and digital media at every step. (10)
3. What do understand by viral marketing? Explain the same w.r.t to a pharmaceutical product and suggest how in how many ways a Pharmaceutical manager can use the same. (10)
4. Explain the following terms :
  - (a) Click through rate ( CTR) (4)
  - (b) Conversion rate ( CVR) (4)
  - (c) Cost per lead (CPL) (4)
  - (d) Rate of return visitors (4)
  - (e) Cost to acquire customer (CAC) (4)
5. Explain the concept of Internet value chain in context to the Indian Pharmaceutical industry. (10)
6. What is web analytics? Explain the web analytics process in detail. (10)
7. Which is better as a marketing tool – Email marketing or Mobile Marketing. In context to the pharmaceutical product promotion which tool you will use, explain the same with the help of any pharmaceutical product. (10)

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