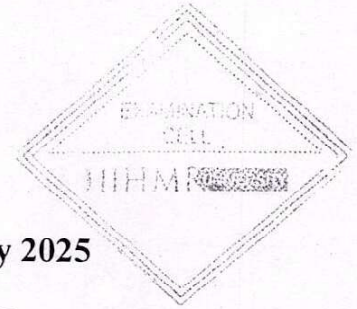


LIHMR UNIVERSITY
School of Pharmaceutical Management
MBA Pharmaceutical Management
Batch-16th (2024-2026)

First Year, Term 3, End Term Examinations, May 2025

CC – 628 Digital and Social Media Marketing

Enrolment No.:



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

- a) Digitalization enhances customer engagement and brand visibility.
- b) Inbound marketing aims at pulling customers by providing valuable content.
- c) Understanding traffic and leads is essential for creating effective marketing strategies.
- d) PPC stands for Pay Per Click, a common digital advertising model.
- e) Hashtags are useful in increasing content discoverability on social platforms.

Part B

(Maximum Marks: 15)

Short Answer Questions (5 marks each):

- Q2.** Define digital marketing and explain its relevance to pharmaceutical brand promotion.
- Q3.** Compare the roles of marketing and sales in pharmaceutical digital campaigns.
- Q4.** What is Google Ads' role in promoting new drug launches or awareness campaigns?

Part C**(Maximum Marks: 30)****Answer the following questions in detail (Q5 – 10 marks & Q6 – 20 Marks):**

- Q5.** Illustrate the role of SEO in pharmaceutical marketing. How can keyword planning and on-page/off-page optimization influence the ranking of a pharma product website on search engines?
- Q6. SEO & Social Media in Pharma Marketing Case**

Title: Boosting Visibility for “Relivon-D” – A Digital Dilemma

PharmaWell Ltd., a mid-sized pharmaceutical company, recently launched *Relivon-D*, a new over-the-counter (OTC) drug for chronic digestive discomfort. While the product received a decent response from medical retailers, its online visibility remained poor. The company had invested heavily in a basic website and created a few promotional posts on Facebook and Instagram, but web traffic was low, and product awareness was limited outside of traditional retail channels.

On review, it was found that the website had limited use of keywords, no meta descriptions, poor mobile optimization, and lacked backlinks. The content on the site was not optimized for search engines, and no Google Ads campaigns or email campaigns were in place. Meanwhile, competitors were using search engine optimized blogs, influencer-led social media promotions, and retargeted ads to dominate the digital space.

PharmaWell’s digital marketing team has now been asked to revisit the digital strategy, focusing on **SEO, content marketing, and social media integration** to increase visibility, trust, and customer engagement for Relivon-D.

Q. A: Identify the SEO shortcomings in PharmaWell’s current digital strategy for Relivon-D. Suggest SEO-based improvements that can enhance its search engine ranking and visibility.

Q. B: How can PharmaWell integrate social media and content marketing with SEO to boost online engagement and consumer trust for Relivon-D?

