



INTERNATIONAL INSTITUTE OF
HEALTH MANAGEMENT RESEARCH

**Post Graduate Diploma in Management (Hospital & Health Management)
PGDM – 2022-24 Batch**

Term – 1st Year 3rd Term End Examination

Course & Code	: Marketing Management CC-608	Reg. No.	:
Term & Batch	: III, 2022-24	Date	: 10/04/2023
Duration	: 3 Hrs	Max. Marks	: 70

Instructions:

- Budget your time as per the marks given for each question and write your answer accordingly.
 - Don't write anything on the Question Paper except writing your Registration No.
 - Mobile Phones are not allowed even for computations.
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Part A: Q. 1 to Q.10 (10 questions*1 marks = 10 marks).

Please Tick the Write option:

Q1: Packaging is the process of designing & producing the container or wrapper for a product.

- (a) True
- (b) False
- (c) Not always
- (d) Can't say

Q2: Legal authorization by the trademarked brand owner to allow another company to use its brand for a fee.

- (a) Co-branding
- (b) Brand association
- (c) Brand licensing
- (d) Private brand

Q3: Which of the following is a customer-oriented approach to pricing?

- (a) Mark-up pricing
- (b) Break-even pricing
- (c) Sealed bid pricing
- (d) Value-based pricing

Q4: "Directing a company's efforts towards serving one or more groups of customers sharing common needs or characteristics is defined as:"

- (a) Market segmentation
- (b) Market positioning
- (c) Target marketing
- (d) Need-based marketing

Q5: The main goal of international marketing is to:

- (a) Eliminate competition in international markets
- (b) Create and retain customers in global markets
- (c) Gain market share and increase profit
- (d) Expand business activities abroad

Q6: Low sales and high promotional costs are associated with which of these PLC stages?

- (a) Introduction
- (b) Growth
- (c) Maturity
- (d) Decline

Q7: Healthcare marketing has become

- (a) Easier
- (b) More Competitive
- (c) Less Competitive
- (d) Cheaper

Q8: Government hospitals are basically engaged with

- (a) Corporate marketing
- (b) Commercial marketing
- (c) Social marketing
- (d) All of these

Q9: The total number of items that the company carries within its product lines refers to _____ of the product mix

- (a) width
- (b) depth
- (c) length
- (d) consistency

Q10: for hospitals promotion primary customers are

- (a) Doctors
- (b) Wholesalers
- (c) Retailers
- (d) Dealers



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Part B: Q.11 to Q.15(4 questions *5Marks =20 Marks) Attempt any four.

Q11: Explain term CRM with special reference to a Hospital.

Q12: Explain the essential features of Service Marketing.

Q13: Write brief note on Customer Loyalty in healthcare marketing.

Q14: Write brief note ways of doing Direct Marketing.

Q15: Explain all Levels of Products with suitable example from healthcare.

Part C: Q.16 to Q.20 (4 questions *10Marks =40 Marks) Attempt any four.

Long Notes

Q16: Explain the Components of Marketing Mix with some examples from health care.

Q17: What do you mean by Environmental Analysis? Explain the techniques of Environmental scanning taking one Product of health care sector in mind.

Q18: What do you understand by Consumer behavior? Explain the role of different factors in buyer decision making process.

Q19: How the companies facing competition in health care? Explain the Strategies for Market Leaders, Challengers, Followers and Nichers.

Q20: What do you mean by Product Mix? Make a product mix of a company which clearly states the Product Line, width and length.