



International Institute of Health Management Research (IIHMR), New Delhi.
POSTGRADUATE DIPLOMA HOSPITAL AND HEALTH MANAGEMENT
(Batch 2019-2021)
Marketing Management
End Term Examination

Time allowed: 3 hrs

Max. Marks: 70

1. Write short Notes on any four. (5 marks each, Total 20 marks)
 - (i) Give examples of Negative Demand State in healthcare and marketing tasks to stimulate this demand.
 - (ii) Methods to measure Patient Satisfaction in a multispecialty teaching hospital
 - (iii) Qualitative market research techniques
 - (iv) Forces that determine the intrinsic long-run attractiveness of a market.
 - (v) Points of Parity and Points of difference with respect to positioning.
 - (vi) Pricing methods most relevant to healthcare.

2. A leading multispecialty hospital has following four revenue generating super speciality services. Analyse each service as per BCG growth-share matrix and suggest appropriate strategy(ies) for each. (10 Marks)

Service	Market Growth rates	Relative Market Share
A	4.58 %	3.5 X
B	17.9 %	1.5 X
C	12.3 %	0.3 X
D	2.1 %	0.2 X

3. Attempt any two. (10 marks each. Total 20 Marks).
 - (a) Define Marketing and role of marketing in care of a multispecialty hospital and public health programme
 - (b) Discuss various variables used to segment consumer markets with suitable examples in healthcare for each segmentation variable.
 - (c) Discuss hierarchy – of – effects model. How will you apply this model for introducing a new public health campaign?
 - (d) Briefly discuss methods for Product Line analysis and various strategies to optimize product time.
4. Write the correct choice for each question in answer sheet for each of the following questions (1 mark each. Total 20 Marks).
 (PS: Don't copy the full question in answer sheet, just write the question number and selected choice / answer)
 - (i) The term marketing refers to:
 - a. new product concepts and improvements
 - b. selling
 - c. advertising and promotion activities

- d. a philosophy that stresses customer satisfaction
 - e. planning sales campaigns
- (ii) A company that has a market orientation and adheres to the marketing concept does NOT:
- a. integrate all the activities of the firm to satisfy customer wants
 - b. focus on consumer needs and wants
 - c. differentiate the firm's products from its competitor's products
 - d. fuel sales growth through the application of aggressive sales techniques
 - e. concentrate on long-term goal achievement (such as profits and growth) for the firm
- (iii) _____ factors are the environmental factors concerned with the changes in people's values, lifestyles, and family roles.
- a. Social
 - b. Economic
 - c. Political
 - d. Competitive
 - e. Demographic
- (iv) _____ is the managerial process of creating and maintaining a fit between the organization's objectives and resources and evolving market opportunities.
- a. Tactical management
 - b. The market audit
 - c. Functional planning
 - d. Environmental scanning
 - e. Strategic planning
- (v) _____ is a company-wide business strategy designed to optimize profitability, revenue, and customer satisfaction by focusing on highly defined and precise customer segments.
- a. Organizational optimization
 - b. Consumer relationship marketing (CRM)
 - c. Total quality management (TQM)
 - d. Customer relationship management (CRM)
 - e. Market aggregation
- (vi) Data previously collected for purposes other than the one at hand are an important source of information as the researcher defines the problem. These data are called _____ data.
- a. single-source
 - b. secondary

- c. primary
- d. consensual
- e. convenience

- (vii) A market is people or organizations that have:
- a. the ability, willingness, and power to buy
 - b. a medium of exchange and products they desire
 - c. needs and wants and an ability and willingness to buy
 - d. unmet needs or wants and products or services that satisfy those unmet needs or wants
 - e. communication, financial, and capital resources
- (viii) The purpose of market segmentation is to:
- a. reduce the market down to a size the firm can handle
 - b. divide the market into equal size and profit regions for sales territories
 - c. group a large number of markets together, enabling a company to serve them simultaneously
 - d. develop a generalized definition of the market as a whole
 - e. enable the marketer to tailor marketing mixes to meet the needs of one or more specific groups
- (ix) Product positioning is the process of:
- a. finding the correct location for retail outlets to sell a product category
 - b. finding the right channel of distribution for a product
 - c. creating the desired image of the firm's product
 - d. competing with competitors' products in the retailers' stores for the best position on the shelf
 - e. pricing the product to be at a competitive level with other brands on the market
- (x) The steps of the consumer decision-making process in order are:
- a. need recognition, alternative aggregation, reevaluation, purchase decision, post purchase behaviour
 - b. need positioning, stimulus response reactions, evaluation of alternatives, purchase decision, post purchase behaviour
 - c. need positioning, alternative aggregation and divestment, purchase decision, post purchase evaluation
 - d. information search, need positioning, evaluation of alternatives, product trial, purchase decision, post purchase satisfaction
 - e. need recognition, information search, evaluation of alternatives, purchase, and post

purchase behaviour

- (xi) Social influences on consumer buying decisions include:
- society, culture, and family
 - reference groups, society, opinion leaders, and family
 - personality, lifestyle, and reference groups
 - reference groups, opinion leaders, and family
 - lifestyle, reference groups, and family
- (xii) The convenience product marketing strategy includes:
- wide distribution of the product
 - higher than ordinary prices
 - few retail outlets other than convenience stores
 - significantly lower promotion budgets
 - products that are not easily substitutable
- (xiii) A product line is a group of products that are closely related because the:
- products share the same product managers
 - products all function in a similar manner and provide similar benefits
 - same company developed the idea for each product
 - products are all sold under the same brand name
 - products are all priced about the same
- (xiv) A _____ is a business structure of interdependent organizations that reaches from the point of product origin to the consumer.
- facilitating agency or place member
 - marketing mix intermediary
 - selective distribution channel
 - marketing channel or channel of distribution
 - transportation channel or channel of movement
- (xv) _____ is communications by marketers that inform, persuade, and remind potential buyers of a product in order to influence an opinion or elicit a response.
- Distributive communication
 - Perceptual communication
 - Statistically provable advertising
 - Promotion
 - Publicity

- (xvi) Which of the following statements about sales promotions is true?
- Public relations cannot effectively be used with sales promotions.
 - Sales promotion is a type of direct marketing.
 - Marketers view sales promotions as more effective when they are created as long-term stimulation tools.
 - Trade shows, coupons, premiums, and vacation giveaways are types of sales promotions.
 - All sales promotions must be aimed outside the organization.
- (xvii) AIDA stands for:
- Attitude-Interest-Demand-Activity
 - Attention-Interest-Desire-Action
 - Awareness-Intent-Demand-Action
 - Avoidance-Interest-Desire-Acceptance
 - Attitudes-In-Developing-Acquisitions
- (xviii) Most demand curves slope:
- horizontally
 - upward and to the right
 - downward and to the left
 - vertically
 - downward and to the right
- (xix) A Pharmacy store can buy a medicine for Rs. 30. If the Pharmacy sells the medicine for Rs. 45, what is the mark-up based on the selling price?
- 15 percent
 - 20 percent
 - 25 percent
 - 33 percent
 - 50 percent
- (xx) Which of the following is one of the elements of the marketing plan?
- a business mission statement
 - a situation analysis
 - a target market strategy
 - the marketing mix
 - all of the choices