

Marks : 70

All questions are compulsory

Question

Which is/are the functions of marketing?

Niche market means:

Selling is _____

Internal marketing means _____

If actual performance of dietary department of hospital exceeds the expected performance

Economists use the term _____ to refer to a collection of buyers and sellers

The patient seeking different services for reducing weight starts when the patient is

Study of marketing environment means

A Market plan includes:

A physiotherapist giving home healthcare services to a patient under Aster Health

Demand consists:

A medical equipment manufacturing company sold diabetometer to the hospital with

Market share means _____

Listing alternatives that will solve the problem at hand and determining the characteristics

Marketing segmentation is useful for _____

The target Group for stem cell banking companies is

A change in an individual's behavior of buying more sanitizers prompted by information

Out of the following _____ is NOT one of the three levels of a product.

Marketing strategies designed by an insurance company to influence and lead to purchase

Which of the following involves designing and manufacturing the container or wrapper

A product line is a group of related products that function in a similar manner, are

The practice of going after a large share of a smaller market or subsets of a few markets

ABC Hospital is offering 10 % discount on cardiac health checkup for senior citizens

In market skimming pricing strategy:

Integrated marketing communication mix contains:

1 mg decided to send information to their existing patients. They wish to create advertisement

The sequence of a sales process is _____

PPE manufacturer XYZ is a public limited company . They make an agreement, '_____'

A situation where by market is expanded by developing new products to satisfy new needs

The level of commitment that consumers feel toward a given brand is called _____

If Revital Women introduce the new product a nutrition product with vitamin E correct

Digital Marketing is the same as _____

The goal of the marketing logistics system should be to provide:

Which of the following is a name, term, sign, symbol, design, or a combination of these

International Institute of Health Management Research De
Marketing Management
Batch 2020-21

Option1	Option2
Pricing of goods and services	Promotion
a free market	a social market
Different from marketing	A sub-function of marketing
Marketing to self	Marketing to family members
Satisfied	Dissatisfied
Customer	Market
Product	an advertisement for the product
study of company's markets, custo	study of economic environment
market objectives	market research
Good	Service
want or need	willingness to spend
consumer buying behavior	post-purchase dissonance
Share of business among peers	Scope of marketing
Information search	Purchase
Preferential marketing	Targeting existing clients
Newborn babies	Would be parents
Learning	Role selection
Core	Augmented
Consumer decision making	Sales strategies
Labeling	Packaging
Group	Line
undifferentiated marketing	differentiated marketing
Promotional pricing	Psychological pricing
Initially price is higher and then it is	Initially price is lower and then it is increased
advertisement	personnel sale
Newspapers	Television
Lead generation, call, presentation	Sale, presentation, Lead generation & call
Mass Distribution	Exclusive agency distribution
Market development	Diversification
Brand equity	Brand name
Advertising	Sales promotion
Online marketing	Cross-selling
a targeted level of promotional sup	a targeted level of customer service at the least cos
Label	Co-brand

Time : 1 hour

Option3	Option4	Option5
Marketing Research	Product Development	All of these
equity market	capital market	a specified market for the target gro
Same as marketing	More than marketing	None of these
Marketing to the staff members	Marketing inside India	Marketing outside India
Delighted	Neutral	None
Experience	All of these	None of these
a salesperson from a previous visit	problem or need	Demand
study of current trends	All of these	None of these
pricing strategy	situation analysis	All of these
An idea	An image	None
resource to purchase	only 1 and 2	all of these
retail buyer behavior	business buyer behavior	
Share prices	IPOs	
Evaluation of alternatives	Post purchase	None
Identifying prospects	Knowing customers' tastes	All of these
Insurance companies	Hospitals	All of these
Perception	Motivation	None
Actual	Fragmented	All of these
Advertising strategies	Export strategies	None
Branding	Product line	None
Category	Market	All of these
concentrated marketing	turbo marketing	None of these
bundle pricing	Product mix pricing	All of these
Initial price is high and is maintained high	Initial price is low and is mainta	None of these
sales promotion	publicity	all of these
Direct Mail	Radio	None of these
Presentation, Lead generation, Sale & Call	Lead generation, Call, Sale & P	There is no sequence required
Intensive distribution	Price Distribution	None of these
Both land 2	Neither 1 nor 2	None of these
Brand loyalty	Brand utility	None of these
Personal selling	Publicity	
Website designing	Road shows	Door-to-door marketing
a targeted level of transportation expense	a targeted level of field support	None of these
Brand	Product revenue	

|Answer

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