

**PGD in Hospital & Health Management (2020-2022)**  
**MARKETING MANAGEMENT**  
**Term Examination**

Time-2 Hour

M.M-100

**Answer any Five questions from the remaining questions (20 Marks Each)**

1. What is marketing mix? Explain its components.
2. Elaborate the steps of consumer buying behavior and factors affecting consumer behavior.
3. Explain Porter model with five forces of competition.
4. Discuss market segmentation and its benefits.
5. Define PLC. Elaborate the various stages of PLC with strategies available at each stage.
6. Discuss the process of marketing research.
7. Discuss the steps of new product development.
8. Define promotion Mix and elaborate the methods of promotion.