

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

Marks : 70

Time : 1 hour

All questions are compulsory

Question	Option1	Option2	Option3	Option4	Option5	Ans wer
Which is/are the functions of marketing?	Pricing of goods and services	Promotion	Marketing Research	Product Development	All of these	5
Niche market means:	a free market	a social market	equity market	capital market	a specified market for the target group	5
Selling is_____	Different from marketing	A sub-function of marketing	Same as marketing	More than marketing	None of these	2
Internal marketing means_____	Marketing to self	Marketing to family members	Marketing to the staff members	Marketing inside India	Marketing outside India	3
If actual performance of dietary department of hospital exceeds the expected performance in terms of food offered to the patients, Then patients is	Satisfied	Dissatisfied	Delighted	Neutral	None	1
Economists use the term_____ to refer to a collection of buyers and sellers who transact in a particular product class.	Customer	Market	Experience	All of these	None of these	2
The patient seeking different services for reducing weight starts when the patient recognizes a _____.	Product	an advertisement for the product	a salesperson from a previous visit	problem or need	Demand	4
Study of marketing environment means	study of company's markets, customers and competitors	study of economic environment	study of current trends	All of these	None of these	4
A Market plan includes:	market objectives	market research	pricing strategy	situation analysis	All of these	5
A physiotherapist giving home healthcare services to a patient under Aster Healthcare. The firm is primarily the marketer of which of the following	Good	Service	An idea	An image	None	2
Demand consists:	want or need	willingness to spend	resource to purchase	only 1 and 2	all of these	5
A medical equipment manufacturing company sold diabetometer to the hospital which hospitals further sold to patients. The MEM is involved in _____.	consumer buying behavior	post-purchase dissonance	retail buyer behavior	business buyer behavior		4
Market share means_____	Share of business among peers	Scope of marketing	Share prices	IPOs		1

Listing alternatives that will solve the problem at hand and determining the characteristics of each occurs during which stage of the final consumer's decision process?	Information search	Purchase	Evaluation of alternatives	Post purchase	None	3
Marketing segmentation is useful for _____	Preferential marketing	Targeting existing clients	Identifying prospects	Knowing customers' tastes	All of these	5
The target Group for stem cell banking companies is	Newborn babies	Would be parents	Insurance companies	Hospitals	All of these	5
A change in an individual's behavior of buying more sanitizers prompted by information and experience during COVID-19 refers to which one of the following concept?	Learning	Role selection	Perception	Motivation	None	1
Out of the following _____ is NOT one of the three levels of a product.	Core	Augmented	Actual	Fragmented	All of these	4
Marketing strategies designed by an insurance company to influence and lead to profitable exchanges is meant for influencing	Consumer decision making	Sales strategies	Advertising strategies	Export strategies	None	1
Which of the following involves designing and manufacturing the container or wrapper for a product?	Labeling	Packaging	Branding	Product line	None	1
A product line is a group of related products that function in a similar manner, are sold to the same customer groups, and marketed through the same type of outlets:	Group	Line	Category	Market	All of these	2
The practice of going after a large share of a smaller market or subsets of a few markets is called _____.	undifferentiated marketing	differentiated marketing	concentrated marketing	turbo marketing	None of these	3
ABC Hospital is offering 10 % discount on cardiac health checkup for senior citizens of 60 years and above. It is practicing _____.	Promotional pricing	Psychological pricing	bundle pricing	Product mix pricing	All of these	1
In market skimming pricing strategy:	Initially price is higher and then it is reduced	Initially price is lower and then it is increased	Initial price is high and is maintained high	Initial price is low and is maintained low	None of these	3
Integrated marketing communication mix contain(s):	advertisement	personnel sale	sales promotion	publicity	all of these	5

1 mg decided to send information to their existing patients. They wish to create advantages of audience selectivity, no ad competition and personalization way of sending to message. Which type of media is useful for this?	Newspapers	Television	Direct Mail	Radio	None of these	3
The sequence of a sales process is_____	Lead generation, call, presentation & sale	Sale, presentation, Lead generation & call	Presentation, Lead generation, Sale & Call	Lead generation, Call, Sale & Presentation	There is no sequence required	1
PPE manufacturer XYZ is a public limited company . They makes an agreement, with a middleman in each market area state wise stipulating that the distribution of the product within that is to be confined solely to that middleman. This form of distribution is known as-	Mass Distribution	Exclusive agency distribution	Intensive distribution	Price Distribution	None of these	2
A situation where by market is expanded by developing new products to satisfy new consumer needs is called	Market development	Diversification	Both land 2	Neither 1 nor 2	None of these	2
The level of commitment that consumers feel toward a given brand is called	Brand equity	Brand name	Brand loyalty	Brand utility	None of these	3
If Revital Women introduce the new product a nutrition product with vitamin E combination and promote this with an objective to achieve high awareness levels, the firm will most likely make heavy use of _____ in the promotional mix.	Advertising	Sales promotion	Personal selling	Publicity		1
Digital Marketing is the same as	Online marketing	Cross-selling	Website designing	Road shows	Door-to-door marketing	1
The goal of the marketing logistics system should be to provide:	a targeted level of promotional support	a targeted level of customer service at the least cost	a targeted level of transportation expense ratio	a targeted level of field support	None of these	2
Which of the following is a name, term, sign	Label	Co-brand	Brand	Product revenue		3