



MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WEST BENGAL

Paper Code : BBA(HM)302 Health Care Marketing

Time Allotted : 3 Hours

Full Marks 70

The Figures in the margin indicate full marks
Candidate are required to give their answers in their own words as far as practicable

Group-A (Very Short Answer Type Question)

1. Answer any ten of the following

[1 x 10 = 10]

- (i) What is brand equity?
- (ii) What is meant by relationship marketing?
- (iii) Give two differences between marketing and selling
- (iv) What is consumerism?
- (v) What is meant by promotion?
- (vi) Define marketing management.
- (vii) What is psychographic segmentation?
- (viii) What is penetration pricing?
- (ix) What is meant by niche marketing?
- (x) What is brand loyalty?
- (xi) What is the market penetration strategy?
- (xii) What is e-tailing?

Group-B (Short Answer Type Question)

Answer any three of the following

[5 x 3 = 15]

2. Show the pattern of market segmentation. [5]
3. What are the differences between a band and a trademark? [5]
4. What are the different concepts of Marketing Environment? [5]
5. Explain the nature of consumer behaviour. [5]
6. Explain the importance of market segmentation. [5]

Group-C (Long Answer Type Question)

Answer any three of the following

[15 x 3 = 45]

7. Explain in detail the different factors of the marketing environment. [15]
8. (a) Explain the different types of products according to your view. [5]
(b) What do you mean by product mix? [5]
(c) What is the significance of "Brand Name"? [5]
9. (a) Explain the different patterns of segmentation in detail. [5]
(b) Explain the concept of product development. [10]
10. (a) What do you mean by consumer behaviour? [5]
(b) Explain the consumer buying process with examples. [5]
(c) Explain the importance of consumer behaviour. [5]
11. Write short notes - (Any three) [15]
a) Band b) Packaging c) Promotion mix d) Market segmentation.

*** END OF PAPER ***