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Invigilator's Signature :	

# CS/HM/SEM-2/BHM-204/2010 2010

## MARKETING MANAGEMENT

Time Allotted : 3 Hours

Full Marks : 70

The figures in the margin indicate full marks. Candidates are required to give their answers in their own words as far as practicable.

## **GROUP** – A

# ( Multiple Choice Type Questions )

1. Choose the correct alternatives for any *ten* of the following :

 $10 \times 1 = 10$ 

- i) Target-return pricing is included in
  - a) demand based pricing methods
  - b) cost based pricing methods
  - c) competition based pricing methods
  - d) all of these.
- ii) What is the last step of new product development ?
  - a) Business analysis
  - b) Product development
  - c) Commercialization
  - d) Screening.

2158

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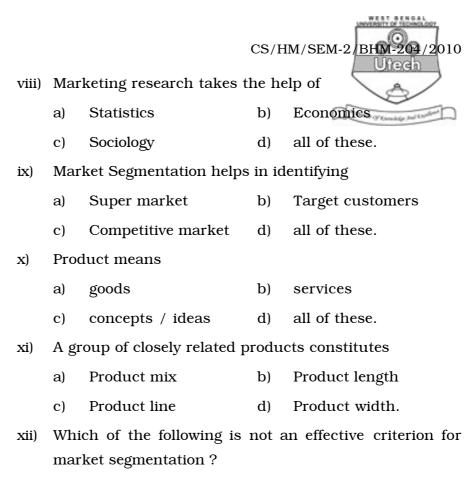
- iii) Selling is a
  - a) Buyer's perspective
  - c) Both (a) and (b)
- iv) Public hospitals are basically based on
  - a) Corporate marketing
  - b) Commercial marketing
  - c) Social marketing
  - d) All of these.
- v) Best strategy for PLC at growth stage is
  - a) Product modification
  - b) Advertisement
  - c) Rapid skimming
  - d) None of these.
- vi) The principle of advertisement is to create
  - a) motivation among the employees
  - b) demand for goods
  - c) supply of goods
  - d) investment.
- vii) Marketing begins with
  - a) hiring of employees and ends with firing of employees
  - b) recognition of need and ends with customer satisfaction
  - c) store and end with finished products
  - d) fund inflow and with outflow.

2158



d) None of these.

b)



- a) Measurability b) Substantiality
- c) Accessibility d) Resourceability.

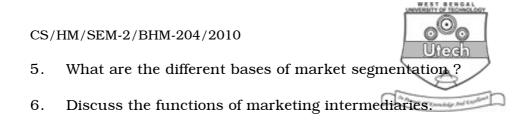
#### **GROUP – B**

### (Short Answer Type Questions)

Answer any *three* of the following.  $3 \times 5 = 15$ 

- 2. How would you segment the market for health care industry ?
- 3. Discuss the product life cycle with the aid of a diagram.
- 4. What are the different types of marketing channels ?

2158	3	[ Turn over
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### **GROUP – C**

### (Long Answer Type Questions)

Answer any *three* of the following.  $3 \times 15 = 45$ 

- 7. a) What is Marketing Research ?
  - b) Elucidate the process of Marketing Research. 3 + 12
- 8. a) Discuss the factors influencing pricing decisions.
  - b) Discuss the different types of new product pricing strategy. 7 + 8
- 9. a) What are the reasons behind the growth of sales promotion in recent times ?
  - b) Describe briefly the various techniques of Hospital sales promotion. 5 + 10
- 10. a) Define Consumer Behaviour.
  - b) Examine the importance of studying Consumer Behaviour in Health care Marketing. 5 + 10
- 11. Write short notes on any *three* of the following :  $3 \times 5$ 
  - a) Concept of Marketing Mix
  - b) Selling *vs* Marketing
  - c) Rural Marketing
  - d) Branding and Packaging
  - e) Differences between Skimmed pricing and Penetration pricing.

2158