



Name :

Roll No. :

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 × 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.



- iii) Selling is a
 - a) Buyer's perspective
 - b) Seller's perspective
 - c) Both (a) and (b)
 - d) None of these.
- 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.



- viii) Marketing research takes the help of
- a) Statistics
 - b) Economics
 - c) Sociology
 - d) all of these.
- ix) Market Segmentation helps in identifying
- a) Super market
 - b) Target customers
 - c) Competitive market
 - d) all of these.
- x) Product means
- a) goods
 - b) services
 - c) concepts / ideas
 - d) all of these.
- xi) A group of closely related products constitutes
- a) Product mix
 - b) Product length
 - c) Product line
 - d) Product width.
- xii) Which of the following is not an effective criterion for market segmentation ?
- 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 ?

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5. What are the different bases of market segmentation ?
6. Discuss the functions of marketing intermediaries.

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 : 3×5
 - a) Concept of Marketing Mix
 - b) Selling *vs* Marketing
 - c) Rural Marketing
 - d) Branding and Packaging
 - e) Differences between Skimmed pricing and Penetration pricing.

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