



Name :
Roll No. :
Invigilator's Signature :

CS/HM/SEM-2/BHM-204/2011

2011

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) Which of the following is not an effective criteria for market segmentation ?
 - a) Measurability b) Substantiality
 - c) Accessibility d) Resourceability.
 - ii) When the customer is aware and willing to buy the product at higher prices, which pricing strategy is appropriate ?
 - a) Penetration pricing b) Skimming pricing
 - c) Going rate pricing d) Tender pricing.
 - iii) What are the goods called that the consumer purchases frequently, immediately and with minimum effort ?
 - a) Shopping goods b) Speciality goods
 - c) Unsought goods d) Convenience goods.



- iv) Which of the following is the characteristic of introduction stage in a product life cycle?
 - a) Product improvements
 - b) Low and slow sales
 - c) Sales increasing at a decreasing rate
 - d) No promotional expenses.
- v) New product means
 - a) Repositioning of existing product
 - b) Offering existing products at low prices
 - c) Making improvements in existing product
 - d) all of these.
- vi) Which type of distribution involves a manufacturer selling directly to the final consumer ?
 - a) Three level channel b) Two level channel
 - c) One level channel d) Zero level channel.
- vii) A group of closely related products constitutes
 - a) Product Length b) Product Depth
 - c) Product Width d) Product Consistency.
- viii) Demand of the customer means
 - a) Need, directed to a specific object
 - b) Need, backed by the ability to pay
 - c) Want, directed to a specific object
 - d) Want, backed by the ability to pay.



- ix) During the introduction stage of Product Life Cycle (PLC), the profit is
- a) Positive
 - b) Negative
 - c) Rising
 - d) Declining.
- x) Which is not the elements of 4 P's of Marketing ?
- a) Product
 - b) Price
 - c) Promotion
 - d) Policy.
- xi) The Mark up Pricing is a
- a) Cost Based Pricing
 - b) Buyer Based Pricing
 - c) Competition Based Pricing
 - d) None of these.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following.

3 × 5 = 15

2. Discuss about the techniques of Organizing Marketing Research.
3. Define the terms "Customer Service", "brand" and "Packaging".
4. Critically analyze marketing of Rural health care services.
5. "Sales is an auxiliary part of Marketing." – Comment.
6. Explain the term 'customer expectations' in services.



GROUP – C

(Long Answer Type Questions)

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

7. What is personal selling ? Discuss the different steps in personal selling process. 5 + 10
 8. Define the concept of Consumer Behaviour. Explain the importance of studying Consumer Behaviour in Health care Marketing. 5 + 10
 9. Briefly describe the various techniques of Hospital Sales Promotion.
 10. a) What is new product development ?
b) Explain new product development process with examples. 3 + 12
 11. a) Explain the service quality gap model with reference to hospitals.
b) Discuss the factors affecting selection of marketing channels with examples. 8 + 7
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