

[LB 1012]

OCTOBER 2012
MBA HOSPITAL AND HEALTH SYSTEM
MANAGEMENT DEGREE EXAMINATION
FIRST YEAR
PAPER X – MARKETING MANAGEMENT
Q.P. Code : 432040

Sub. Code: 2040

Time : 3 hours
(180 Min)

Maximum : 100 marks

Answer ALL questions in the same order.

I. Elaborate on :

Pages Time Marks
(Max.)(Max.)(Max.)

- | | | | |
|--|----|----|----|
| 1. Explain the concept of product life cycle and its application to marketing. | 17 | 40 | 20 |
| 2. What is marketing mix? Explain the concept of marketing for service industry. | 17 | 40 | 20 |

II. Write Notes on :

- | | | | |
|---|---|----|---|
| 1. What is marketing? Differentiate marketing from selling. | 4 | 10 | 6 |
| 2. What is Marketing environment? Briefly explain company's macro environment. | 4 | 10 | 6 |
| 3. Explain different steps involved in buyer decision process. | 4 | 10 | 6 |
| 4. Write a note on business market. | 4 | 10 | 6 |
| 5. What is segmentation? What are the requirements of the effective segmentation? | 4 | 10 | 6 |
| 6. Briefly explain about different types of Marketing channel. | 4 | 10 | 6 |
| 7. Briefly explain about New product pricing methods. | 4 | 10 | 6 |
| 8. Explain the role of personal selling in marketing. | 4 | 10 | 6 |
| 9. Write a note on Competitor Analysis. | 4 | 10 | 6 |
| 10. Explain the concept New product development in brief. | 4 | 10 | 6 |

[LC 0413]

APRIL 2013

Sub. Code: 2040

**MBA HOSPITAL AND HEALTH SYSTEM
MANAGEMENT DEGREE EXAMINATION
FIRST YEAR**

(for candidates 2011 – 2012 onwards)

PAPER X – MARKETING MANAGEMENT

Q.P. Code : 432040

Time : 3 hours

Maximum : 100 marks

I. Elaborate on :

(2x20=40)

1. Taking an example of any Hospital, explain the concept of Segmenting? Targeting and Positioning.
2. Elaborate different factors in influencing consumer behavior.

II. Write notes on :

(10x6=60)

1. Briefly explain about different factor to be considered while setting the price.
2. Write a note on product life cycle.
3. What is marketing information system?
4. Write a note on channel design decisions.
5. What is product? What are the different types of product?
6. Write a brief note on marketing mix applicable to service industry.
7. What is relationship marketing?
8. Define business market. What are the characteristics of the business market?
9. Explain different steps involved in consumer buyer decision process.
10. Write a note competitor intelligence system.

[LD 1013]

OCTOBER 2013

Sub. Code: 2040

**MBA HOSPITAL AND HEALTH SYSTEM
MANAGEMENT DEGREE EXAMINATION
FIRST YEAR
(for candidates 2011 – 2012 onwards)
PAPER X – MARKETING MANAGEMENT**

Q.P. Code : 432040

Time : 3 hours

Maximum : 100 marks

I. Elaborate on :

(2x20=40)

1. What is marketing? Elaborate the process of marketing.
2. Explain the concept of product life cycle in detail.

II. Write notes on :

(10x6=60)

1. What are the different characteristics of business market?
2. What is product? What are the different levels of product?
3. Write a note on positioning.
4. Explain different psychological factors affecting consumer behavior.
5. Write a note on global marketing.
6. Briefly explain the relevance of marketing research to Marketing Information System.
7. Write a note on concept of marketing mix.
8. Explain Targeting in brief.
9. What are the different types of consumer buyer behavior?
10. Explain any four methods of pricing in brief.

[LF 1014]

OCTOBER 2014

Sub. Code :2040

**MBA (HOSPITAL & HEALTH MANAGEMENT) DEGREE EXAMINATION
FIRST YEAR**

(2011-2012 Batch onwards)

PAPER X – MARKETING MANAGEMENT

Q.P. Code: 432040

Time: Three hours

Maximum : 100 Marks

I. Elaborate on:

(2 x 20 = 40)

1. Evaluate and design the competitive intelligence system for positioning a new product in the market.
2. Enumerate the various types of marketing system available in a multi-specialty hospital. Comment on each with suitable examples.

II. Write notes on:

(10 x 6 = 60)

1. What are the important factors affecting the price of a product?
2. Explain the various segmentation of market.
3. Under what circumstances would you recommend skimming pricing, penetration pricing and negotiated pricing.
4. How will you target customers in a competitive market environment?
5. "Customer is always right". Do you agree? Substantiate this statement for and against.
6. Why the new product fails? How to prevent it?
7. Explain the participants in business buying process.
8. Draw the different channels of distribution in marketing.
9. How to classify the markets according to the income criteria and how to sell the products to those categories of income group?
10. Write short notes on : a) Intermediaries b) Packaging c) Loyalty
