

[KZ 1011]

Sub. Code: 2012

MBA HOSPITAL AND HEALTH MANAGEMENT DEGREE EXAMINATIONS

Candidates admitted from 2010-2011

PAPER XII – MARKETING MANAGEMENT

Q.P. Code : 432012

**Time : 3 hours
(180 Min)**

Maximum : 100 marks

Answer ALL questions in the same order.

I. Elaborate on :

	Pages (Max.)	Time (Max.)	Marks (Max.)
1. Suggest the appropriate marketing strategies for each of the stages of the product life cycle.	17	40	20
2. Explain Demographic, economic, technological cultural, political and explain the role of various factors.	17	40	20

II. Write notes on :

1. Define Marketing and state its importance.	4	10	6
2. What do you mean by strategic planning?	4	10	6
3. State the major types of buying situations.	4	10	6
4. Describe evolution of marketing.	4	10	6
5. Define Market Segmentation.	4	10	6
6. What do you mean by product Life Cycle?	4	10	6
7. What do you mean by Business Markets and Business buyer behavior?	4	10	6
8. How do you identify and analyze competitors?	4	10	6
9. Explain the various kinds of pricing.	4	10	6
10. Distinguish between marketing and selling.	4	10	6
