

MASTER OF HOSPITAL ADMINISTRATION  
FIRST SEMESTER  
MARKETING MANAGEMENT  
MHA – 104

**SET  
A**

[USE OMR SHEET FOR OBJECTIVE PART]

Duration: 3 hrs.

Full Marks: 70

Time: 30 mins.

**(Objective)**

Marks: 20

*Choose the correct answer from the following:*

*1 × 20 = 20*

1. The term "Marketing Myopia" was coined by
  - a. Philip Kotler
  - b. Henry Ford
  - c. Theodore Levitt
  - d. None of the above
2. A company is always looking forward to enhance the quality of its product and tries to come out with advanced products. Which Philosophy is the company following?
  - a. Marketing
  - b. Product
  - c. Production
  - d. Selling
3. Which of the following are consumer response bases for segmentation?
  - a. Occasions
  - b. Benefits
  - c. User Status
  - d. All of the above
4. AMA stands for
  - a. Asian Management Association
  - b. All Marketing Activities
  - c. American Marketing Association
  - d. Asian Marketing Association
5. The product life cycle stage in which market acceptance of product is rapid and profit increases is
  - a. Growth Stage
  - b. Introductory Stage
  - c. Maturity Stage
  - d. Declining Stage
6. Marketing philosophy can be best explained as
  - a. Creating the market and selling products
  - b. Facilitating satisfying exchange relationship with customer
  - c. Distributing products at the right price to market.
  - d. Creating demand for profit maximization
7. Which is/are the elements of promotion mix?
  - a. Public relations
  - b. Exhibitions and trade fairs
  - c. Personal selling
  - d. All of the above
8. USP is
  - a. Unique Selling Point
  - b. Unique Selling Proposition
  - c. Unique Sales Product
  - d. Utility Sales Potential
9. Price of a shoe is 299/-. This is an example of \_\_\_\_\_ pricing.
  - a. Penetration
  - b. Psychological
  - c. Cost Plus
  - d. Skimming

10. Which of the following is not controllable variable of marketing management?
  - a. Company
  - b. Customer
  - c. Economic
  - d. None of the above
11. Which is an effective feature of market segmentation?
  - a. Measurability
  - b. Substantiality
  - c. Accessibility
  - d. All of the above
12. Labeling, packaging is associated with
  - a. Price mix
  - b. Product mix
  - c. Place mix
  - d. Promotion mix
13. The next step comes after idea generation is \_\_\_\_\_ which eliminates the greatest large number of ideas from further consideration.
  - a. Business Analysis
  - b. Screening of new product ideas
  - c. Test marketing
  - d. Commercialization
14. As per the GAP model of service marketing the 2<sup>nd</sup> GAP is
  - a. Knowledge Gap
  - b. Policy Gap
  - c. Service Gap
  - d. Perception Gap
15. \_\_\_\_\_ is the act of getting the desired object from someone by offering something in return.
  - a. Selling
  - b. Market Myopia
  - c. Exchange
  - d. Delivery
16. People who are eager to try new products are \_\_\_\_\_.
  - a. Early Adopters
  - b. Laggards
  - c. Innovators
  - d. None of the above
17. The total number of product variations in a product line is referred as \_\_\_\_\_ in a product mix.
  - a. Width
  - b. Length
  - c. Depth
  - d. Height
18. The person who intentionally/unintentionally influences the decision to buy the actual purchase and/or use of product or service.
  - a. Initiator
  - b. User
  - c. Buyer
  - d. Influencer
19. Diet coke is a \_\_\_\_\_ product.
  - a. Basic
  - b. Augmented
  - c. Generic
  - d. Expected
20. Which 'P' is not included in the 7P's of marketing?
  - a. People
  - b. Purpose
  - c. Promotion
  - d. Price

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**( Descriptive )**

Time : 2 Hr. 30 Mins.

Marks : 50

[ Answer question no.1 & any four (4) from the rest ]

1. What is a market segmentation & a target market? Discuss Porter's Five Forces Model. 4+6=10
2. What do you mean by marketing environment? Discuss the macro factors of marketing environment. 4+6=10
3. Write Short notes on: 5+5=10
  - a) Psychological Factors affecting consumer behaviour
  - b) Product life cycle
4. If a company wants to increase their market share, what are the types of pricing techniques available for them? Why is pricing considered different from the other elements of the marketing mix? 5+5=10
5. What is positioning? Discuss the most commonly used types of positioning by the companies. 3+7=10
6. What is Service Marketing? Discuss the marketing mix of Healthcare Industry 2+8=10
7. Discuss the concept of marketing. Explain how need, want and demand are integral part of marketing management. 5+5=10
8. Who is a business buyer? Differentiate between a business market and a consumer market. 2+8=10

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