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BRAINWARE UNIVERSITY

Term End Examination 2024-2025

Programme – BBA(HM)-Hons-2023

Course Name – Healthcare Service Marketing

Course Code - BHM30107

(Semester III)

Full Marks : 60

Time : 2:30 Hours

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question)

1 x 15=15

1. Choose the correct alternative from the following :

- (i) Good marketing is no accident, but a result of careful planning and _____. Which is the correct option?
 - a) execution
 - b) selling
 - c) strategies
 - d) research
- (ii) Outline a non characteristic of services that distinguishes them from physical goods.
 - a) Intangibility
 - b) Inseparability
 - c) Perishability
 - d) Standardization
- (iii) Gap 5 in the GAP Model of Service Quality is crucial because it related to:
 - a) The difference between customer expectations and perceptions of the service received
 - b) The difference between service delivery and external communications
 - c) The difference between management perceptions and service quality specifications
 - d) The difference between service quality specifications and service delivery
- (iv) Choose the correct definition of a Strategic Business Unit (SBU):
 - a) A large division with its own mission
 - b) A department within a company
 - c) An independent business with a distinct strategy
 - d) A company-wide financial unit
- (v) Identify a possible reason for poor SBU performance:
 - a) Strong market growth
 - b) Misalignment with market needs
 - c) Excessive market share
 - d) Overinvestment in profitable markets
- (vi) Outline the key characteristics that define an SBU within a diversified company.
 - a) Autonomous operations, distinct target market, and specific competitors
 - b) Centralized control, uniform product lines, and shared resources
 - c) Lack of financial accountability, broad market focus, and general management
 - d) Limited decision-making power, broad market appeal, and shared goals

(vii) Choose the correct definition of the marketing mix in healthcare from the below mentioned options.

- a) A combination of social media and online advertising.
- b) A blend of product, price, place, and promotion strategies tailored to meet patient needs.
- c) Only pricing strategies for hospital services.
- d) A set of internal policies unrelated to patient care.

(viii) Choose from the following, an appropriate method for evaluating the success of a hospital's marketing mix.

- a) Ignoring patient feedback and market trends.
- b) Using anecdotal evidence from staff.
- c) Relying only on financial outcomes.
- d) Utilizing patient satisfaction surveys, service utilization rates, and financial performance metrics.

(ix) Identify the term that refers to all the products offered by a hospital, including services and equipment.

- a) Product item
- b) Product line
- c) Product mix
- d) Service portfolio

(x) Illustrate the primary goal of internal marketing.

- a) Increase external sales
- b) Enhance employee satisfaction
- c) Maximize profit margins
- d) Improve customer service

(xi) Outline the impact of service employees on customer retention.

- a) By reducing prices
- b) By increasing wait times
- c) By limiting service offerings
- d) By providing exceptional service

(xii) Outline a crucial factor when designing a promotional campaign.

- a) Budget constraints
- b) Understanding the target audience
- c) Product features
- d) Employee input

(xiii) Select the impact of technology on service distribution.

- a) It limits service options
- b) It enhances service accessibility
- c) It increases delivery times
- d) It reduces customer engagement

(xiv) Select the correct definition of the "service recovery paradox".

- a) The idea that service recovery efforts always lead to dissatisfaction
- b) The phenomenon where customers feel more satisfied after a successful service recovery than if no failure had occurred
- c) The inability of service recovery to impact customer loyalty
- d) A situation where service recovery increases the cost of service

(xv) Select an example of a service recovery tactic.

- a) Ignoring customer complaints
- b) Delaying response to customer inquiries
- c) Offering an apology and compensation for a mistake
- d) Reducing the service quality

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Explain the purpose of internal marketing within an organization. (3)
3. Define a Strategic Business Unit (SBU) and its significance within an organization. (3)
4. Apply the concept of the product life cycle to a new healthcare service and discuss potential challenges. (3)
5. Define the concept of marketing. (3)
6. Evaluate the factors that influence the choice of distribution channels for services. (3)

OR

- Explain how organizations can ensure consistency in service delivery across multiple channels. (3)

7. Illustrate the challenges organizations may face when implementing internal marketing strategies. (5)
8. Explain the key differences between the BCG Matrix and the GE Approach in analyzing SBUs. (5)
9. Apply the principles of the Marketing Mix to create a promotional strategy for a newly launched wellness program in a hospital, detailing each component of the mix. (5)
10. Classify the various elements of the promotion mix and compare their effectiveness in reaching different patient demographics in a hospital setting. (5)
11. How does SERVQUAL measure the gap between customer expectations and perceptions? (5)
12. Evaluate the significance of physical evidence in the service delivery process. (5)

OR

Interpret the role of branding in shaping physical evidence. (5)
