



Term End Examination 2024-2025

Programme – BBA(HM)-2022

Course Name – Marketing Management in Healthcare Industry

Course Code - BBAHMD501

(Semester V)

Brainware University
398, Ramkrishnapur Road, Barasat
Kolkata, West Bengal-700125

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)

$$1 \times 15 = 15$$

1. Choose the correct alternative from the following :

- (i) Choose the correct option from the following- Good marketing is no accident, but a result of careful planning and _____.
a) execution
b) selling
c) strategies
d) research
- (ii) Choose the correct option from the following- Companies selling mass consumer goods and services such as soft drinks, cosmetics, air travel, and athletic shoes and equipment spend a great deal of time trying to establish a superior brand image in markets called _____.
a) business markets
b) global markets
c) consumer markets
d) service markets
- (iii) Companies selling mass consumer goods and services such as soft drinks, cosmetics, air travel, and athletic shoes and equipment spend a great deal of time trying to establish a superior brand image in markets called _____. Show the correct option.
a) business markets
b) global markets
c) consumer markets
d) service markets
- (iv) The _____ concept holds that consumers will favor those products that offer the most quality, performance, or innovative features. Show the correct option.
a) marketing
b) production
c) product
d) selling
- (v) Holistic marketing incorporates _____, ensuring that everyone in the organization embraces appropriate marketing principles, especially senior management. Show the correct option.
a) the marketing mix
b) strategic planning

- c) internal marketing d) profit objectives
- (vi) During market segmentation analysis, _____ segments present the greatest opportunity. Show the correct option.
- a) target markets b) primary markets
c) tertiary markets d) focused markets
- (vii) The _____ holds that the organization's task is to determine the needs, wants, and interests of target markets and to deliver the desired satisfactions more effectively and efficiently than competitors in a way that preserves or enhances the consumer's and the society's well-being. Show the correct option.
- a) Customer-centered business b) Societal marketing concept
c) Focused business model d) Ethically responsible marketing
- (viii) Marketing is _____, there is a constant tension between the formulated side of marketing and the management side. Choose the correct option.
- a) An art b) A Science
c) Both an "art" and a "science" d) Selling
- (ix) _____ is the concept under a company that carefully integrates and coordinates its many communications channels to deliver a clear, consistent, and compelling message about the organization and its products. Choose the correct option.
- a) The promotion mix b) Integrated international affairs
c) Integrated marketing communications d) Integrated demand characteristics
- (x) To relate consumer markets and buying behavior, marketers need to understand _____
- a) Only demographic factors b) Psychological, social, and cultural influences
c) Competitive pricing d) Product features only
- (xi) _____ environment consists of the factors like inflation rate, interest rate and unemployment. Choose the correct option.
- a) Geographic b) Economic
c) Demographic d) Technological
- (xii) Green marketing is defined as developing eco- friendly products and their packages to control the negative effects on _____. Select the correct option.
- a) Environment b) Organization
c) Products d) All of the these
- (xiii) If performance meets consumer expectations, the consumer is _____. Choose the correct option.
- a) Satisfied b) Dissatisfied
c) Delighted d) Happy
- (xiv) First stage in the basic model of Consumer Decision Making is _____. Choose the correct option.
- a) Purchase b) Information Search
c) Need d) Evaluation of alternatives
- (xv) _____ is displayed by a person while buying milk. Select the correct option.
- a) Selective Buying Behaviour b) Habitual buying behaviour
c) Extensive buying behaviour d) Credence buying behaviour

Group-B

(Short Answer Type Questions)

3 x 5=15

2. We should keep some characteristics in mind while choosing a brand name. Explain some of the characteristics briefly. (3)

3. Explain the term micro environment. (3)
4. Identify the features of marketing. (3)
5. Construct the importance of branding in healthcare marketing strategy. (3)
6. Simplify the advantages of advertising. (3)

OR

List the factors affecting the promotion mix.

(3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Explain the importance of public relations in healthcare. (5)
8. Identify the process of marketing. (5)
9. Analyze the advantages and disadvantages of a business focusing heavily on paid media as part of its promotion mix. (5)
10. Explain the impact of service mix decisions on overall customer experience in service industries. (5)
11. Interpret the effects of cultural norms and values on the consumer's preference for specific healthcare payment methods. (5)
12. Justify the use of price penetration strategy in launching a new product and its potential advantages. (5)

OR

Evaluate the effectiveness of price skimming as a strategy for maximizing profits from a new product. (5)
