



BRAINWARE UNIVERSITY

Term End Examination 2022

Programme – BBA(HM)-2020

Course Name – Marketing Management in Healthcare Industry

Course Code - BBAHMD501

(Semester V)

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) Infer which of these is not an element of promotion?
 - a) Sales Promotion
 - b) Personal Selling
 - c) Advertising
 - d) Public Networking
- (ii) Select which one of the promotion methods is dominant for a hospital,?
 - a) Advertising
 - b) Sales promotion
 - c) Public relations
 - d) Direct marketing.
- (iii) Choose the correct one from the following:- A tool for assessing the level of service quality based on the difference between user's expectations and the service experience delivered is:
 - a) The service dashboard
 - b) The service quality gap model
 - c) The balanced scorecard
 - d) The information value mode
- (iv) Select the correct one for the following:- In addition to the traditional four Ps, the services marketing mix includes people, physical evidence, and _____ :
 - a) Inseparability.
 - b) Planning
 - c) Production
 - d) Process
- (v) Infer the following:- A firm's reaction to a customer complaint that results in customer satisfaction and goodwill is called a:
 - a) service recovery paradox
 - b) service recovery
 - c) critical incident
 - d) moment of truth
- (vi) Construct the following:- Company P and Q are two famous clothing companies in the city. Customers have complained that the staff at Company P are unaware of modern trends and seem to take no interest in understanding customer expectations. The staff at Company Q is knowledgeable and aware of modern trends. What can you infer?
 - a) Company P is more competent than Company Q
 - b) Company Q is more competent than Company P
 - c) Company P is at the same level as Company Q in terms of competency
 - d) Competency cannot be compared
- (vii) Recall what the term marketing refers to _____

- a) Advertising, Sales Promotion, Publicity, and Public Relational activities b) A new product needs ideas, Developments, concepts, and improvements.
- c) Sales Planning, Strategy, and Implementation d) A philosophy that stresses customer value and satisfaction.
- (viii) Identify from the following, how marketing must be understood
- a) Get there first with the most. b) Management of youth demand.
- c) Satisfying customer needs. d) Telling and selling.
- (ix) Recall the definition of Marketing. Marketing is the activity, set of _____ & processes for creating, communicating, delivering & exchanging offerings that have value for customers, clients, partners & society.
- a) Institutions b) Organizations
- c) Companies d) Enterprises
- (x) Interpret the following:- If performance meets consumer expectations, the consumer is _____
- a) Satisfied b) Dissatisfied
- c) Delighted d) Happy
- (xi) Identify the following:- The second stage in the Consumer Decision Making model is _____
- a) Need b) Information Search
- c) Evaluation of alternatives d) Purchase
- (xii) Identify the following:- Any individual who purchases goods and services from the market for his/her end use is called a.....
- a) Customer b) Purchaser
- c) Consumer d) All these
- (xiii) Complete the following statement. _____ is the only element in the marketing mix that produces revenue
- a) Product b) Price
- c) Place d) Promotion
- (xiv) Choose the correct one:- Fixed costs _____ as the number of units produced increases
- a) decrease b) increase
- c) divide in half d) remain the same
- (xv) Construct the following:- Marketing Mix functions such as Coverage, Assortment and Inventory, etc. are related to
- a) Product b) Place
- c) Promotion d) Price

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Discuss in detail the cultural factors affecting consumer behaviour. (3)
3. Explain the concept of marketing mix in the context of hospital industry. (3)
4. Explain price-skimming strategy in detail with relevant example. (3)
5. Analyze the importance of personal selling. (3)
6. Propose three strategies for minimizing Gap 2 in a multispecialty hospital's service quality. (3)

OR

- Propose three strategies for minimizing Gap 3 in a multispecialty hospital's service quality. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Examine the challenges that a marketing manager can face while marketing for the healthcare industry as compared to other industries. (5)
8. Discuss the steps involved in the buyer decision process. (5)
9. Develop a marketing mix for Apollo Hospitals. (5)

10. Analyze in detail any two tools or elements of promotion mix. (5)
11. Analyze critically the concept of integrated marketing concept. (5)
12. Plan out five actionable strategies to boost customer satisfaction in a stand-alone hospital. (5)

OR

Plan out five actionable strategies to boost customer satisfaction in a pharmacy store located inside the hospital premise. (5)
