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Kolkata, West Bengal-700125

## 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)

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