

**M.H.A. SEM-I (2012 COURSE) (CHOICE BASED CREDIT
SYSTEMS) : SUMMER - 2018
SUBJECT : MARKETING MANAGEMENT**

Day : **Saturday**
Date : **21/04/2018**

S-2018-1143

Time : **10.00 AM TO 01.00 PM**
Max. Marks : 60

N. B. :

- 1) Answer **ANY TWO** from Q. No. 1 to Q. No. 3.
 - 2) Answer **ANY TWO** from Q. No. 5 to Q. No. 7.
 - 3) **Q. No. 4 and Q. No. 8 are COMPULSORY.**
 - 4) Answers to both the sections should be written in **SEPARATE** answer books.
 - 5) Draw neat and labelled diagram **WHEREVER** necessary.
-

SECTION - I

- Q. 1** Discuss the conceptual framework of service marketing. How can the products be differentiated from services? (07)
- Q. 2** Explain the major influences on consumer behavior. How can such influences be managed/ controlled by a hospital establishment? (07)
- Q. 3** Bring out the challenges and opportunities for 'Third Party Administrators'. (07)
- Q. 4** Write short notes on **ANY FOUR** of the following: (16)
- a) Image Branding
 - b) Components of Marketing Environment
 - c) Integrated Child Development Programme
 - d) Impact of Public Relations in 'Health Care'
 - e) Factors Impacting Pricing Decisions

SECTION - II

- Q. 5** Discuss SERQUAL model of managing service quality in hospital with examples. (07)
- Q. 6** Explain marketing process in detail. (07)
- Q. 7** What is segmentation? Explain types of segmentation. (07)
- Q. 8** Write short notes on **ANY FOUR** of the following: (16)
- a) E – marketing
 - b) Vertical Marketing Integration System
 - c) CSR
 - d) Difference between Marketing and Selling
 - e) Role of Marketing Manager