

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

Day : Tuesday

Date : 27/11/2018

W-2018-1272

Time : 10.00 AM TO 01.00 PM

Max. Marks : 60

N. B. :

- 1) All questions are **COMPULSORY**.
 - 2) Figures to the right indicate **FULL** marks.
 - 3) Answers to both the sections should be written in **SEPARATE** answer books.
 - 4) Draw neat and labeled diagram **WHEREVER** necessary.
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SECTION – I

Q. 1 Solve **ANY TWO** of the following: **(14)**

- a) Bring out the distinguishing features of marketing and selling.
- b) Explain the conceptual framework of service marketing.
- c) Discuss your ideas for marketing of Integrated Child Development Programs.

Q. 2 Solve **ANY FOUR** of the following: **(16)**

- a) Different P's in Marketing
- b) Promotion of Hospital Services
- c) Corporate Branding
- d) Popularizing 'Regular Health Check-up'
- e) Marketing Orientation

SECTION – II

Q. 3 Solve **ANY TWO** of the following: **(14)**

- a) What is corporate social responsibility? Can this concept be applied to healthcare? Explain with examples.
- b) What is ethics? Explain its role in healthcare marketing.
- c) Discuss the social aspects of marketing. Why is it really necessary to consider them in case of health care?

Q. 4 Solve **ANY FOUR** of the following: **(16)**

- a) Types of pricing objectives
- b) E – marketing
- c) Value networks
- d) Vertical marketing integration system
- e) Role of public relation officers

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