



Name :
Roll No. :
Invigilator's Signature :

CS/MHA/SEM-3/MHA-308/2012-13

2012

MARKETING MANAGEMENT-II

Time Allotted : 3 Hours

Full Marks : 70

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

GROUP – A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for the following : $10 \times 1 = 10$
 - i) Quantitative survey research methods
 - a) are used to make accurate predictions about relationships between market factors and consumer behaviours
 - b) aid in understanding those relationships and differences
 - c) assist in verifying and validating existing relationships
 - d) all of these.
 - ii) Increasing the size of the sample will impact most favourably upon
 - a) construct development error
 - b) data analysis error
 - c) survey instrument design error
 - d) non-response error.



- iii) Which of the following are not considered part of psychographic segmentation ?
 - a) Demographics b) Interests
 - c) Activities d) Opinions.
- iv) When the buyers find it hard to believe the brand claims in view of the products feature, price or manufacturer, is termed as what positioning error ?
 - a) Underpositioning b) Overpositioning
 - c) Confused positioning d) Doubtful positioning.
- v) When the positioning of a company or product is based on the basis of the market size of the number of year in the market is termed as
 - a) attribute positioning b) benefit positioning
 - c) application positioning d) competitor positioning.
- vi) All of the following factors would be listed as social factors that influence consumer behaviour *except*
 - a) reference groups b) occupation
 - c) roles and status d) family.
- vii) If a consumer has discomfort caused by post-purchase conflict, the consumer is experiencing
 - a) cognitive dissonance b) stimulus ambiguity
 - c) confirmation d) subliminal persuasion.
- viii) The market for the fast car with so much horsepower that handling becomes an issue as decreasing. People are more interested in buying SUVs and pickups. As a result, General Motors is stopping production of its Camaro, a car that has had limited sales recently. Since the Camaro can no longer generate enough cash to sustain its manufacture. The BCG portfolio would classify it as a
 - a) dog b) cash cow
 - c) question mark d) star.



- ix) Consumer research, product development, communication, distribution, pricing and service are all core activities of
- CRM
 - marketing
 - management
 - exchange.
- x) Customers buy from stores and firms that offer the highest
- company image
 - level of customer satisfaction
 - customer perceived value
 - value for money.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following. $3 \times 5 = 15$

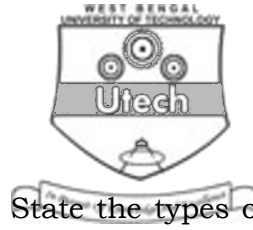
- Differentiate between Qualitative Research and Quantitative Research.
- Explain the terms 'Mass Marketing', 'Micro Marketing' & 'Niche Marketing'.
- Explain the four types of buying behaviour of Consumers.
- Explain the tools of Data Analysis.
- Explain the Report Preparation and Presentation Process.

GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

- a) "Every market research problem is unique in some or the other way, requiring some custom tailoring for its own special emphases and approaches. This refers to a series of sequence of steps called the research process."- In light of this statement discuss the steps of research process.



- b) Explain the term 'research proposal'.
c) Explain the term "Research Design" . State the types of research design. 8 + 2 + 5
8. a) Describe in detail the major segmentation variables for a consumer market.
b) Explain the behavioural segmentation variables, citing its relevance to health care sector.
c) Explain the five patterns of Target Market Selection. 7 + 4 + 4
9. Define Consumer behaviour. How is the understanding of consumer behaviour relevant to a health care provider ? Enumerate briefly on the factors responsible for influencing consumer behaviour. 2 + 5 + 8
10. a) Explain in detail how Porter's generic strategy may become relevant for an upcoming corporate hospital in Kolkata.
b) Explain the concept of the BCG and the GE Matrix. 7 + 8
11. Write notes on any *three* of the following : 3 × 5
- a) Collection of Secondary Data
 - b) Medical Tourism
 - c) Requisites of effective Segmentation
 - d) Buying Motive
 - e) Customer Relationship Management.
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