



Name :
Roll No. :
Invigilator's Signature :

CS/MHA/SEM-2/MHA-208/2013

2013

MARKETING MANAGEMENT-I

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 any *ten* of the following :
 $10 \times 1 = 10$
 - i) Which one of the promotion elements is probably the most powerful for services ?
 - a) Publicity
 - b) Advertising
 - c) Personal selling
 - d) Sales promotion
 - ii) In service marketing, the most important link to the customer is
 - a) effective advertising
 - b) exceptional service quality
 - c) well trained contact employees
 - d) the tangible aspect of service.



- iii) Consideration of resource, history and ways of operating service activities provide quality of service.
- a) technical b) image
c) functional d) none of these.
- iv) Semb Ramky is an example of service provider
- a) B2B b) consumer
c) industrial d) personal.
- v) The gap between service standard and service deliver is known as
- a) GAP 1 b) GAP 2
c) GAP 3 d) GAP 4.
- vi) Proper implementation of internal marketing strategy reduces all, except
- a) excessive staff turnover
b) higher expenses
c) negative morale
d) satisfaction.
- vii) Remote control television in a hospital bed should be considered as
- a) core service b) basic service
c) expected service d) none of these.



viii) involves consistency of performance and dependability

- a) Responsiveness b) Reliability
- c) Courtesy d) Security.

ix) Which one of the following can be considered a high-contact service ?

- a) Postal service b) Health care
- c) Banking d) Dry cleaning.

x) An advertising campaign that tries to persuade people to avoid drinking and driving is an example of

- a) service advertising b) social marketing
- c) campaign marketing d) product advertising.

xi) Among the followings which should be considered as almost pure services

- a) medical diagnosis b) furniture
- c) child care d) television repair.



GROUP – B

(Short Answer Type Questions)

Write short notes on any *three* of the following.

3 × 5 = 15

2. 3 P's of service.
3. Public relation in healthcare sector.
4. Non financial cost of services.
5. Perceived vs. expected quality of services.

GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following.

3 × 15 = 45

6. Describe in detail the price setting policy an organization can follow. Also mention why setting price for a service organization is more difficult than setting price of a product.
5 + 10
7. What are the characteristics of service that make it different from goods ? What are the strategies a marketing manager should take for overcoming two of these problems caused by those characteristics of service ? Give example. 3 + (2 × 6)
8. i) Explain service quality dimensions.
ii) Provide suitable example for each to describe them in healthcare set-up. 10 + 5
9. What is marketing ? How can you differentiate between need, demand and want Demonstrate with suitable example ?
5 + 10
10. Differentiate in details the advantages and disadvantages of different media vehicles a corporate healthcare provider can use to advertise its services. 15