



Name : .....  
Roll No. : .....  
Invigilator's Signature : .....

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

**2013**

**MARKETING MANAGEMENT**

*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**

1. Answer any *ten* of the following : 10 × 1 = 10
- a) Give a short concept about product.
  - b) What is the work of marketing research ?
  - c) How does segmentation helps in launching a product or service ?
  - d) What are the stages in product life cycle ?
  - e) What role does advertising play in marketing management ?
  - f) What is selling ?
  - g) What are the 3 P's in service marketing ?
  - h) Define Need, Want and Demand ?
  - i) What is promotion ?
  - j) What do you mean by publicity ?
  - k) What is pricing ?
  - l) What are the various advertising media ?



**GROUP – B**

Answer any *five* of the following :  $5 \times 6 = 30$

2. What are the different bases of market segmentation ?
3. Explain Zone of tolerance.
4. Define Service Marketing.
5. How does advertising play its role in service marketing ?
6. What do you mean by Word of Mouth communication ?
7. Define the need for Internal Marketing.
8. What are the Service Quality Dimensions ?

**GROUP – C**

Answer any *three* of the following :  $3 \times 10 = 30$

9. What do you understand by Health care marketing ?
  10. Explain the role of promotion in health care laundry and different aspects of promotion.
  11. Define marketing management in accordance of health care industry.
  12. Explain pricing strategies and its objectives.
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