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PG
PG Semester-I Examination, 2021
MASTER OF HOSPITAL ADMINISTRATION
PAPER: MHA 106
(MARKETING MANAGEMENT)

Full Marks: 40**Time: 2 Hours****Answer any FOUR questions of the following:****4X10=40**

1. Define marketing management. Discuss the various components of marketing mix. 2+8
2. What is marketing environment? State any one component of macro-environment in marketing. 2+8
3. What do you mean by market segmentation? Why is segmentation important for marketers? 3+7
4. What is product life cycle? Schematically explain the various stages of product life cycle. 3+7
5. Define pricing. State different factors which are affecting pricing decisions in marketing. 2+8
6. What is marketing communication? Discuss any two marketing communication techniques with suitable examples. 2+8
7. What is new product? Discuss the various stages of new product development process. 2+8
8. Define advertising. Discuss the role of celebrity endorsement in advertisement. 3+7
9. What do you mean by distribution channel? State the various types of distribution channels in B2C. 2+8
10. Write short notes on the following (any two): 5+5
 - a. Product MIX
 - b. Marketing Information System
 - c. CRM
 - d. VALs
