

PG
M.H.A. Semester-I Examination, 2022
MASTER IN HOSPITAL ADMINISTRATION
PAPER: MHA 106
(MARKETING MANAGEMENT)

Full Marks: 40

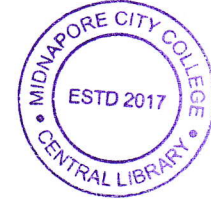
Time: 2 Hours

GROUP-A

Answer any FOUR of the following questions:

4×2=8

1. What do you mean by market space?
2. What do you mean by product?
3. What do you mean by 'Holistic Marketing'?
4. What is 'Niche Market'?
5. What is marketing communication?
6. What do you mean by market segmentation?
7. Define environmental scanning.
8. What do you mean by pricing?



GROUP-B

Answer any FOUR of the following questions:

4×4=16

1. Describe the elements of marketing mix.
2. What are the differences between selling and marketing?
3. "Apart from the fundamental function of protection, packaging plays an important role in rural market for both marketers as well as consumers"- Illustrate your answer with example.
4. What is 'Bundle pricing'? State the advantages of it. 2+2
5. When does a firm opt for skimming pricing strategy?
6. How is advertising different from sales promotion?
7. Write a short note on BCG Matrix.
8. Write a short note on 'product mix'.

GROUP-C

Answer any TWO of the following questions:

2×8=16

1. What is product life cycle? State the various stages of product life cycle. 2+6
2. What do you mean by online marketing? State the advantages and disadvantages of online marketing in respect to severe pandemic. 2+6
3. What is marketing environment? Discuss briefly, any two components of macro environment. 2+6
4. What are the major objectives of pricing? How do the different stages of PLC affect the pricing decision? Explain giving suitable example. 3+5