

2023

BBA(HM) 2nd Semester Examination

BBA (Hospital Management)

Marketing Management

PAPER — GE — 2B.

Full Marks : 60

Time : 3 hours

The figures in the right-hand margin indicate marks.

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

Illustrate the answers wherever necessary.

Answer all questions.

1. Answer any ten of the following questions :

2×10=20

(a) What do you mean by Product?

- (b) What is marketing mix?
- (c) Define marketing environment.
- (d) What is service marketing?
- (e) What is penetration strategy?
- (f) 'Channels of distribution play an important role in marketing.' Identify two such roles.
- (g) Mention different types of customers in a hospital.
- (h) Who is a customer?
- (i) Define segmentation.
- (j) What is need?
- (k) What is targeting?
- (l) What is market?
- (m) What is markup pricing?
- (n) What is telemarketing?
- (o) Define buying behaviour.

(3)

2. Answer any four of the following questions :

5×4=20

- (a) Distinguish between skimming pricing and penetration pricing. 5
- (b) Discuss briefly different types of distribution channels. 5
- (c) Explain the concept of 4 P's. 5
- (d) What are the functions of advertising? 5
- (e) Briefly discuss about any two modern trends in marketing management. 5
- (f) Write a short note on Personal Selling. 5

3. Answer any two of the following questions :

10×2=20

- (a) What are the different categories of customer we found in hospital and health-care sector? How can we develop a positioning strategy? 10
- (b) Explain briefly different bases for market segmentation with suitable examples. 10

(4)

- (c) Define sales promotion. Discuss briefly different techniques of sales promotion in B2C market. 3+7=10
- (d) Write short notes on the following :
- (i) Product Life Cycle 5
 - (ii) New Product Development 5

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