

Rajiv Gandhi University of Health Sciences, Karnataka

VI semester Bachelors in Hospital Administration Degree Examination – OCT-2019

Time: Three Hours

Max. Marks: 80 Marks

Marketing Management

Q.P. CODE: 1323

Your answers should be specific to the questions asked. Draw neat, labeled diagrams wherever necessary

LONG ESSAYS (Answer any Two)

2 x 10 = 20 Marks

1. The 'marketing mix' is of the major concepts in modern marketing. Justify the statement.
2. Define market research. Explain in detail the research process with suitable example.
3. Discuss the role and importance of channels of distribution in service marketing.

SHORT ESSAYS (Answer any Eight)

8 x 5 = 40 Marks

4. Requisites for a sound marketing segmentation
5. Short note on modern concept of marketing
6. What are the forces affecting marketing in the macro environment?
7. Discuss buying characteristics influencing consumer behavior.
8. 'Packaging is a silent salesman'. Do you agree? Why?
9. Discuss the various stages of the product life cycle.
10. Short note on pricing strategies
11. How can we develop effective advertising programmes?
12. Recent trends in marketing
13. Roles and objectives of sales promotion

SHORT ANSWERS (Answer any ten)

10 x 2 = 20 Marks

14. Define customer value.
15. Functions of marketing
16. What is societal marketing concept?
17. What is micro environment?
18. What is Niche marketing?
19. What is positioning?
20. What is product mix length?
21. What is branding?
22. Characteristics of service marketing
23. What is sales promotion?
24. What is undifferentiated marketing?
25. What is E-business?
