

## Rajiv Gandhi University of Health Sciences, Karnataka

VI semester Bachelors in Hospital Administration Degree Examination – 28-Aug-2020

**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. Explain the various stages in a new product development process.
2. Define pricing. Briefly discuss the factors influencing pricing decision.
3. Define consumer behavior. Briefly explain the buying characteristics that influence consumer behavior.

#### **SHORT ESSAYS (Answer any Eight)**

**8 x 5 = 40 Marks**

4. Short note on product life cycle
5. Components of marketing mix in service marketing
6. Write a short note on positioning.
7. Discuss the relevance of using medias for advertising.
8. Short note on Macro environment in marketing
9. Various factors that contributing to a product's decline stage
10. Various levels of target market
11. Discuss the need for segmenting markets.
12. Requisites of marketing research
13. Public relations are valuable promotion tools. Justify.

#### **SHORT ANSWERS (Answer any ten)**

**10 x 2 = 20 Marks**

14. Types of retailing
15. Define marketing.
16. What is branding?
17. What is product differentiation?
18. Limitations of marketing research
19. What is micro environment?
20. Functions of marketing
21. What is virtual marketing?
22. What is marketing information system?
23. What is undifferentiated marketing?
24. What is sales promotion?
25. What is E-business?

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