

Roll No. _____



International Institute of Health Management Research (IIHMR), New Delhi

PGDM (HOSPITAL AND HEALTH MANAGEMENT)

(Batch 2022-2024)

CC 608-MARKETING MANAGEMENT

SUPPLEMENTARY EXAM. (2nd & 3rd Term)

Time allowed: 3 hours

Max. Marks: 100

Instructions:

- Attach the Question Paper along with the Answer Paper
 - Budget your time as per the marks given for each question and write your answer accordingly
 - Don't write anything on the Question Paper except writing your Registration No.
 - Mobile Phones are not allowed even for computations
-

Part – A

Multiple Choice Questions

(2x10 = 20 Marks)

1. Many people want to buy Diamonds, only a few are able to buy". This is an example of
 - a. Status
 - b. Need
 - c. Want
 - d. Demand
2. Marketing in today's world is about
 - a. Advertising, sales, and promotion
 - b. Publicity and public relations
 - c. Creating consumer value and satisfaction
 - d. Strategy and implementation
3. Marketing segmentation is useful in
 - a. Determining market opportunities
 - b. Customize marketing initiatives
 - c. Product development and design
 - d. All of these

Contd...2..

4. Geographical segmentation will not talk about
 - a. Region of product distributed
 - b. Cultural differences
 - c. Mobility of Consumers
 - d. Educational level of the population
5. Market penetration, product –development, and market –development strategies would all be examples ofstrategies
 - a. Conglomerate
 - b. Horizontal
 - c. Intensive growth
 - d. Integrative growth
6. Good illustrations of microenvironment factors in the strategic planning process is
 - a. Demography
 - b. Technology
 - c. Socio-culture arena
 - d. None of these
7. Products that are sold through widespread distribution network are classified as
 - a. Specialty Products
 - b. Convenience Products
 - c. Shopping Products
 - d. Unsought Products
8. Multi brand can best classified as
 - a. Pepsi of different flavors
 - b. Maruti's new brand Baleno
 - c. P&G detergents brands as 'Tide, Ivory, Dreft'
 - d. All of these
9. Launch of low-price variants by a luxury car maker is an example of
 - a. Down market stretching
 - b. Up market stretching
 - c. Line filling
 - d. Cannibalization
10. In market skimming pricing strategy
 - a. Initially price is higher and then reduced
 - b. Initially price is lower and then increased
 - c. Initial price is high and then maintained
 - d. None of these

Part – B: Short notes – attempt any four (up to 300 words)

(4x7 = 28 Marks)

11. Illustrate level of products and product life cycle in context of Hidesign bags
12. Positioning is about making your brand the preferred option among all competitors. Do you agree? Explain this in context to “Mahindra XUV 500”.
13. Myntra is a major Indian fashion e-commerce company headquartered in Bengaluru, Karnataka, India. The company was founded in 2007 to sell personalized gift items. In May 2014, Myntra.com was acquired by Flipkart. In 2011, Myntra began selling fashion and lifestyle products and moved away from personalization. By 2012 Myntra offered products from 350 Indian and International brands.

Explain the online buyer behavior in context of Myntra.com

14. What is Strategic Planning Gap? How Fortis Healthcare bridged the strategic planning gap in terms of a) Intensive Growth b) Integrative Growth c) Diversification growth
15. Design a Poster to promote green club of IIHMR Delhi for Faculty of IIHMR campuses.

Part – C: Long notes - attempt any four

(4x13 = 52 Marks)

16. ICICI Bank is a leading private sector bank in India with consolidated assets worth of ₹ 15,72,772 crore (US\$ 211.6 billion) as at June 30, 2021. The Bank has a network of 5,277 branches and 14,045 ATMs across India. ICICI Bank offers a wide range of banking products and financial services to corporate and retail customers through a variety of delivery channels and through its specialized subsidiaries in the areas of investment banking, life and non-life insurance, venture capital and asset management.

Develop Research Plan to measure customer satisfaction of ICICI Bank retail customers (saving account users) in 10 branches of Delhi/ NCR.

17. The microwave oven market, which at present is very small at 1.4 million units, is expected to grow by 30 per cent in India this year. Despite the low penetration at 0.5 per cent, consumer electronics majors expect the pie to grow further and are increasing their ad spends. The market is small but promising. Core target group would be single young people, urban women and newly married or working couples. LG - the market leader with a 43 per cent market share of the microwave oven market in India sees tier-I and -II cities driving growth at present. Rajeev Jain, Business Head – appliances, LG India explains, “The penetration is still low, but we see growth coming in fast from urban families. With more awareness, the sales too will increase.”

-: 4 :-

Samsung wants to develop a benefit segmentation of the microwave oven market. Suggest some possible benefit segments for Samsung India to tap market of microwave oven consumer market.

- 18. Explain the 4Ps of Amazon India with examples. How is it different from Amazon International?**
- 19. Patient relationship management plays a pivotal role in patient satisfaction. Design three innovative tools to apply in hospitals for enhancing patient relationship management.**
- 20. Design the pricing strategy for the newly launched dental clinic in Dwarka, Delhi. Apply the six steps of pricing studied in class.**