



Institute of Health Management Research

MBA Hospital and Health Management

Batch-23 (2018-2020)

First Year

MARKETING MANAGEMENT

Term Examination

Time - 3 Hour

MM-70

The question paper contains __2__ printed pages.

Attempt all questions.

Write short notes on the following (any four)

20 marks

Evaluation of Channel Distribution

Research Design

Sources of Marketing Information System

Social Marketing

Product Mix

Long questions (any two)

20 marks

Using examples, discuss the importance of the marketing environment to the marketing manager

Give examples of each of the following and explain in detail the concept of advertisement:

a) Advertisements using the USP

b) Advertisements using rationality as the main motivator

- c) Advertisements based on social appeal
- d) Advertisements based on emotional appeal

Design Competitive strategy for Market Leader (LIC) who wants to maintain its highest market share in life insurance industry

Case study 1:

15 marks

Karim and Sons make a range of fruit juice drinks. Their business targets into two main segments – consumer and business market. For e.g. – local customers and catering companies. Recent sales figures suggest that orders from some catering companies have reduced as compared previous years and some have stopped buying from them altogether. The Marketing director of Karim has reported that he cannot understand the reason of decline in business, as product quality and prices are competitive. Advise the Marketing Director about the key issues he should consider and discuss how the companies should reestablish its relation with the catering companies.

Case Study 2

15 marks

Raja Ram Mohan Roy Hospital based in Delhi/NCR is going to start Cardiac specialty services. They have hired star doctor from competitive hospital and provide all services related to Cardiac under one roof - Cath lab, Blood bank, Diagnostics services, Radiology services, OPD, ICU etc. OPD services are available all 7 days with four Cardiac Consultant. Star doctor agreed for OPD consultation only in morning time between 9:00 am – 12:00 noon. Evening OPDs are managed by other cardiac consultant who are not very renowned. Average fixed cost of cardiac OPD is Rs 78,000 per month and average variable cost of cardiac OPD is Rs 55,000 per month. Hospital owners invested Rs 2,500,000 to start the cardiac department. Average no. of patients expected per day for Cardiac OPD between 100 – 125 per day.

There is an intensive competition in the market, where small and large players aggressively base their strategies on pricing. Competitor A's exclusive focus is on cardiac services with two star doctors. Their OPD consultation fees varies between Rs 500- Rs 2,000. Competitor B believes in economy pricing and Cardiac OPD fees varies between Rs 100 – Rs 500. Competitor C claims on technology and quality oriented services. One-star doctor with positive image work for Competitor C and charge OPD fees Rs 1800 per patients.

As a Marketing Manager, select the Cardiac OPD consultation fees for Rajaram Mohan Roy hospital (Discuss and select six steps of pricing taught in class).