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(Printed Pages 3)

Roll No. _____

SFA-4140

M.H.A. (Semester-II) Examination, 2015

(New Course)

Paper - III

(Marketing Management)

Time Allowed : Three Hours] [Maximum Marks : 70

Note : Answer five questions in all. Attempt one question from each unit. Question No. 1 is compulsory. All questions carry equal marks.

1. Write short notes on the following : 30
 - (i) Market and its features
 - (ii) Imperfect Competition
 - (iii) Difference between Marketing and Selling
 - (iv) Types of Services

P.T.O.

(2)

- (v) Reasons for Phenomenal growth of the Services Industry.
- (vi) Word of Mouth Communication
- (vii) Pricing Objectives
- (viii) Price Bundling
- (ix) Market Skimming and Penetration objectives
- (x) Uniqueness of "Price" as a Marketing Mix Variable.

Unit-I

- 2. Define Marketing. Explain the characteristics, functions and importance of Marketing. 10
- 3. Explain the term Marketing, highlight its scope and relevance to Healthcare Organizations. 10

Unit-II

- 4. Identify the four main characteristics of Services. What are their implications for marketers? 10

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- 5. Describe in detail the Marketing Mix of the Services Sector. 10

Unit-III

- 6. Highlight the role and importance of internal and external marketing in the Services Sector. 10
- 7. Define Service Quality. Bring out various dimensions as given by Zeithaml, Parasuraman and Berry and David. A. Garvin for assessment of Service Quality.

Unit-IV

- 8. What is Market Segmentation? Bring out the process, degrees and benefits of Market Segmentation. 10
- 9. Describe in detail the three basic fundamentals on which Pricing Strategy for any given service depends including Medical Services. 10