

REV-01  
MHA/01/05

2025/12

**MASTER OF HOSPITAL ADMINISTRATION  
FIRST SEMESTER [REPEAT]  
MARKETING MANAGEMENT  
MHA – 104**

**SET  
A**

**[USE OMR SHEET FOR OBJECTIVE PART]**

Duration: 3 hrs.

Full Marks: 70

Time: 30 mins.

**(Objective)**

Marks: 20

*Choose the correct answer from the following:*

*1 × 20 = 20*

1. The starting point of marketing is:
  - a. Product design
  - b. Customer needs
  - c. Promotion
  - d. Selling
2. Which of the following is NOT a part of 7Ps?
  - a. Product
  - b. People
  - c. Profit
  - d. Process
3. Which pricing method is based on competitors' prices?
  - a. Competition-based pricing
  - b. Cost-plus pricing
  - c. Value-based pricing
  - d. Dynamic pricing
4. "Daag Achhe Hain" campaign by Surf Excel represents:
  - a. Societal marketing concept
  - b. Selling concept
  - c. Product concept
  - d. Production concept
5. PESTEL analysis is used for studying:
  - a. Macro environment
  - b. Micro environment
  - c. Marketing mix
  - d. Internal marketing
6. The first stage in consumer decision-making is:
  - a. Problem recognition
  - b. Purchase decision
  - c. Evaluation
  - d. Post-purchase behaviour
7. "Need + Purchasing power + Willingness to buy" defines:
  - a. Demand
  - b. Want
  - c. Motivation
  - d. Perception
8. Family influence refers to:
  - a. Roles of family members in buying decision
  - b. Peer group influence
  - c. Demographic segmentation
  - d. Brand loyalty

9. The STP model stands for:
  - a. Segmentation, Targeting, Positioning
  - b. Segmentation, Testing, Promotion
  - c. Strategy, Target, Price
  - d. Selling, Trading, Promoting
10. Tata Salt's "Desh ka Namak" is an example of:
  - a. Micromarketing
  - b. Concentrated marketing
  - c. Differentiated marketing
  - d. Undifferentiated marketing
11. Amazon's personalized recommendations are an example of:
  - a. Undifferentiated marketing
  - b. Micromarketing
  - c. Niche marketing
  - d. Differentiated marketing
12. What type of marketing research is conducted to gain preliminary insights or identify problems?
  - a. Descriptive Research
  - b. Exploratory Research
  - c. Causal Research
  - d. Experimental Research
13. What is the first step in the marketing research process?
  - a. Data Analysis
  - b. Defining the problem and research objectives
  - c. Collecting Data
  - d. Presenting findings
14. Which of the following is NOT a primary data collection tool?
  - a. Interviews
  - b. Focus groups
  - c. Government reports
  - d. Surveys
15. What is the product mix also known as?
  - a. Product line
  - b. Product assortment
  - c. Product depth
  - d. Product width
16. Product depth in product mix refers to
  - a. Number of product lines
  - b. Number of variations in a product line
  - c. Total number of products
  - d. None of the above
17. Which channel allows producers to sell directly to consumers without intermediaries?
  - a. Indirect channel
  - b. Direct channel
  - c. Dual distribution
  - d. Wholesale channel
18. The marketing environment consists of:
  - a. Internal and External forces
  - b. Only internal forces
  - c. Only consumers
  - d. Only competition
19. "Customer is the king" relates to:
  - a. Marketing concept
  - b. Selling concept
  - c. Product concept
  - d. Production concept

20. Which of the following is an internal marketing factor?
- a. Company policies
  - b. Political conditions
  - c. Cultural changes
  - d. Social trends

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**(Descriptive)**

Time : 2 Hr. 30 Mins.

Marks : 50

[ Answer question no.1 & any four (4) from the rest ]

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|---|--------|
| 1. a) Explain the evolution of marketing concepts.  | 5+5=10 |
| b) Discuss the importance of societal marketing with Indian examples.                                   |        |
| 2. a) What is holistic marketing? Discuss its major components.   | 5+5=10 |
| b) Explain different types of pricing strategies with Indian brand examples.                            |        |
| 3. a) Explain the five stages of the consumer decision-making process.                                  | 5+5=10 |
| b) Discuss the importance of studying consumer behaviour in marketing.                                  |        |
| 4. a) Explain the concept and importance of STP in modern marketing.                                    | 5+5=10 |
| b) Discuss different bases of segmentation with Indian examples.  |        |
| 5. a) What is positioning? Explain its importance and strategies.                                       | 5+5=10 |
| b) Discuss how effective positioning leads to brand success.  |        |
| 6. Royal Enfield targets adventurous youth who value freedom and travel.                                | 5+5=10 |
| a) Which type of segmentation and marketing strategy is this?   |        |
| b) Why is this approach successful?   |        |
| 7. Explain the concept of New Product Development (NPD). Describe the stages of New Product Development | 2+8=10 |
| 8. a) Explain any five factors that influence pricing decisions in marketing.                           | 5+5=10 |
| b) How do government policies and competition affect pricing decisions in India? Give examples.         |        |

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