

[LD 1013]

OCTOBER 2013

Sub. Code: 2040

**MBA HOSPITAL AND HEALTH SYSTEM
MANAGEMENT DEGREE EXAMINATION
FIRST YEAR
(for candidates 2011 – 2012 onwards)
PAPER X – MARKETING MANAGEMENT**

Q.P. Code : 432040

Time : 3 hours

Maximum : 100 marks

I. Elaborate on :

(2x20=40)

1. What is marketing? Elaborate the process of marketing.
2. Explain the concept of product life cycle in detail.

II. Write notes on :

(10x6=60)

1. What are the different characteristics of business market?
2. What is product? What are the different levels of product?
3. Write a note on positioning.
4. Explain different psychological factors affecting consumer behavior.
5. Write a note on global marketing.
6. Briefly explain the relevance of marketing research to Marketing Information System.
7. Write a note on concept of marketing mix.
8. Explain Targeting in brief.
9. What are the different types of consumer buyer behavior?
10. Explain any four methods of pricing in brief.
