

# Question Paper

Exam Date & Time: 30-May-2019 (10:00 AM - 11:30 AM)



## MANIPAL ACADEMY OF HIGHER EDUCATION

**SECOND SEMESTER MASTER IN HOSPITAL ADMINISTRATION DEGREE EXAMINATION - MAY 2019**  
**SUBJECT: MHA 508 - MARKETING & CUSTOMER RELATIONS MANAGEMENT**  
**(2017-2019 BATCH - REPEATERS / 2018-2020 BATCH REGULAR)**  
**Thursday, May 30, 2019 (10.00 - 11.30)**

**Marks: 50**

**Duration: 90 mins.**

### Long Essay Questions:

- 1) A hospital introduced an annual health testing service geared to executives. How can the hospital marketer identify the four Product life cycle stages for this product line as it evolves? What would be the signs of this service entering the decline stage and what strategies can be used to resurrect it if it enters this stage? (10)
- 2) What are the different methods and steps for setting an initial price for a product or service? (10)

### 3. Short Essay Questions:

- 3A) In what ways can a company divide a market into segments? (5)
- 3B) How do we define and classify services? (5)
- 3C) How does marketing affect customer value? (5)
- 3D) How does a customer arrive at a buying decision? (5)
- 3E) What is the key difference between the marketing and sales concepts? (5)
- 3F) When are personal marketing communications most effective? (5)

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