

Question Paper

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



MANIPAL ACADEMY OF HIGHER EDUCATION

SECOND SEMESTER MASTER OF HOSPITAL ADMINISTRATION DEGREE EXAMINATION - AUGUST 2019
SUBJECT: MHA 508 - MARKETING & CUSTOMER RELATIONS MANAGEMENT
(2017-2019 BATCH / 2018-2020 BATCH - REPEATERS)
Friday, August 30, 2019 (10.00 - 11.30)

Marks: 50

Duration: 90 mins.

Long Essay Questions:

- 1) What are customer value, satisfaction, and loyalty, and how can companies deliver them? (10)
- 2) All six hospitals in a major market use the benefit of "high-quality care" as the basis of their positioning strategy. As a new marketing consultant to one of these hospitals, what other positioning can you advise your client to consider? (10)

3. Short Essay Questions:

- 3A) How do marketers classify products? (5)
- 3B) What challenges does a company face in developing new products and services? (5)
- 3C) What is word-of-mouth marketing and how can it be used by health care marketers? (5)
- 3D) What are the major tools for distinguishing your product offerings from competitor offerings? (5)
- 3E) When should an organization initiate a price change? (5)
- 3F) What are the requirements for effective segmentation? (5)

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