Question Paper

MANIPAL ACADEMY OF HIGHER EDUCATION

FIRST SEMESTER MASTERS IN HOSPITAL ADMINISTRATION DEGREE EXAMINATIONS - DECEMBER 2021
SUBJECT: MHA 533 - MARKETING AND CUSTOMER RELATIONS MANAGEMENT
BLOCK - III

Marks: 60   **Duration: 180 mins.**

Answer all the questions.

1)	Discuss what can be marketed.	(6)
2)	What are different types of demands? Identify any one demand you had as a customer which declined in the last few weeks. Why?	(6)
3)	If you are the brand manager of Patanjali, what orientation towards market will you use to target the youth and why?	(6)
4)	Elaborate what types of buying behavior are exhibited by consumers on shaadi.com.	(6)
5)	Explain buying decision process for pani puri.	(6)
6)	Explain marketing mix for Parle-G biscuits.	(6)
7)	Tata has over 30 companies, discuss the various segmentation strategies for any of their 4 businesses.	(6)
8)	Why is the brand image of Patanjali so low among students of Prasanna? Device market challenger strategies to overcome the same.	(6)
9)	Explain the core concepts of marketing for Louis Vuitton.	(6)
10)	You are the marketing manager for a start-up Indian fashion brand. Explain how will you forecast the demand for your product.	(6)

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