

Master Degree Examination- November 2017
III Semester

Class: II PG
Major: FSMD/Tourism Administration

Time: 3 Hours
Max Marks :60

Interdisciplinary Course – II
12MBAI02 Integrated Marketing Communication for Healthcare Sector

PART-A

(10 x ½ = 5 Marks)

Choose the correct

1. _____ can be defined as the way by which organizations attempt to inform, convince and remind customers indirectly or directly about the brands and products they offer.
 - a) Marketing communication
 - b) Marketing plans
 - c) Marketing strategies
 - d) None of the above
2. Any paid form of promotion of services, goods or ideas and non-personal presentation by an identified sponsor can be stated as
 - a) Advertising
 - b) Sales promotion
 - c) Publicity
 - d) Public relation
3. While developing an advertising program, the marketers need to start by
 - a) Identifying buyer motives
 - b) Identifying target markets
 - c) Both a and b
 - d) None of the above.
4. Numerous forms of short-term incentives to promote trial or buying of a service of Product is
 - a) Sales promotion
 - b) Direct marketing
 - c) Events and experiences
 - d) Advertising
5. The face-to-face interaction with prospective buyers for the objective of answering questions, procuring orders and making presentations is
 - a) Interactive marketing
 - b) Direct marketing
 - c) Personal selling
 - d) Word-of-mouth mark
6. Sales promotions, events and experiences and public relations are forms of
 - a) Personal Communication Channels
 - b) Non-personal communication channels
 - c) Commercial
 - d) None of the above
7. Forms of direct marketing includes
 - a) direct mail marketing
 - b) catalog marketing
 - c) Personal selling
 - d) all of above
8. Process of building, organizing and using databases of customer's to build customer relationship is classified as
 - a) Database marketing
 - b) customer database
 - c) Detailed database
 - d) company database
9. Which of the following describes e-commerce?
 - a) Doing business electronically
 - b) Doing business
 - c) Sale of goods
 - d) All of the above
10. Which of the following are advantages normally associated with B2B e-commerce?
 - a) Shorter cycle times
 - b) Reduction in costs
 - c) Reaches wider audiences
 - d) all of the above

PART-B

(5 x 4 = 20)

Answer ALL questions

Answer should not exceed 200 words or one page

- 11.a) Explain the importance of Branding.
Or
b) Discuss the value of IMC plans.
- 12.a) What is Advertisement Budget?
Or
b) Write short note on advertising campaign management.
- 13.a) What are the various objectives of trade promotion?
Or
b) What is premiums in sales promotion.
14. a) Write short note on " Data Warehouse".
Or
b) Explain the concept of social responsibility of business.
- 15.a) Discuss the importance of Internet Marketing.
Or
b) Write short note on E-Commerce.

PART-C

(5 x 7 = 35)

Answer ALL questions

Answer should not exceed 600 words or six pages

- 16.a) Explain the integrated marketing communication process.
Or
b) Discuss the concept of marketing mix.
- 17.a) Describe the importance of advertising in the marketing strategy of a firm.
Or
b) Explain the different types of media available for advertising.
- 18.a) Explain the various types of trade promotion.
Or
b) Discuss the various integrated marketing communication promotional tools.
- 19.a) Explain the functions of public relations department.
Or
b) Discuss the database marketing process.
- 20.a) Discuss the evaluating an integrated marketing program.
Or
b) Explain the impact of internet in healthcare sector.
