

1.

For several years, Kavita Malhotra's employer has offered a traditional indemnity plan for healthcare coverage for herself, her husband Rajeev, and her children Sara and Akash. Recently the cost of the monthly premium for this insurance coverage increased dramatically. Kavita's employer has decided to offer an additional Health Maintenance Plan in addition to this traditional insurance plan. Decide the steps Kavita will follow in deciding whether to choose this plan or not.

(Maximum Marks: 10)

2.

At a recent hospital planning meeting, the marketing director reports on consumer interest in a women's health center. Hearing strong interest, the planning committee endorses the concept. A group of clinicians is charged with developing the program. Upon introduction, the market response does not meet expectations. A senior physician was heard to complain, what went wrong? We did the survey." Explain the possible reasons for this program's failure.

(Maximum Marks: 10)

3.

A company has decided to offer a health savings account plan to its employees. This new option is the first type of coverage available in the market. Based on the factors that affect the diffusion of innovation, how might the company best accomplish the successful roll-out of this new health coverage option?

(Maximum Marks: 10)

4.

A women's health clinic has recognized the need to segment its market. Identify three bases by which this clinic might segment the female market, and identify how the "product "component of the marketing mix would change in light of the segmentation base used.

(Maximum Marks: 10)

5.

A medical group recently conducted an advertising campaign for its new pediatric department. After four weeks, a telephone survey found that 42% of the families with children under the age of 18 years were aware of the service. Six months later, it found that 12% had actually used the service, and 3% said they were regular users of the facility for their children's needs. Where might the medical group need to adjust its marketing strategy to increase penetration and footfall?

(Maximum Marks: 10)