

IITHMR UNIVERSITY
Institute of Health Management Research
MBA Hospital and Health Management
Batch-22nd (2017-2019)
First Year
Marketing Management



Term Examination

Time - 3 Hours+15 Min (case reading time)

MM-70

The question paper contains 3 printed pages.

COMPANY BACKGROUND

Care world is satellite Health Care TV Channel. It denotes a new concept of physical, mental, and spiritual wellness which can be achieved by channel Care World, which with its vast data base provides input ranging from hospitals for the immediate ailments to information regarding physical fitness centers and yoga clinics. Care world bridges the gap between functionary and beneficiary community by providing a platform for the best of health and social sectors. The channel is targeted upon to satisfy the essential needs of the affluent and the not so affluent, particularly the latter who cannot invest in memberships and expensive spas and wellness institutes, who cannot engage trainers and dietitians at exorbitant rates and pander to their beauty needs by visiting luxury clinics. By facilitating their excess to fitness, wellbeing, and beauty by consulting just one channel and assimilating and absorbing the tips given by the experts in their respective fields, Care World TV helps consumers with medical issues, concerns of the mind and spiritual wellbeing with the help of experienced medical practitioners in various disciplines and Spiritual Leaders to share alternative remedies and ancient secrets. The channel has viewers in India, Bangkok, Pakistan, Nepal, and many more Asian countries. Care World is available on major Cable Networks across the country and can be accessed on Doordarshan, DTH, Dish TV, Videocon DTH, and SUN DTH.

PROGRAM SYNOPSIS

Some of their popular programs of care world are health update, Maa, Kidney update, Stop dialysis, Beauty secrets, Know about known(celebrity), Care show(female),Yog shakti, eye care, ENT care, Healthy home, quick cook ,Ask the doctor etc. The channel has 24x7 presence on television and the web world, to provide various formats of programming that include awareness segments, talking heads, panel discussions, in depth reports, presentations, infomercials, audio visuals, documentaries, bulletins and campaigns in both fiction and non-fiction formats on payments basis.

MARKET OPPORTUNITY

The Indian Media and Entertainment industry is on an impressive growth path. The entertainment industry continues to be dominated by the **television segment**, with the segment accounting for 44.24 per cent of revenue share in 2016, which is expected to grow further to 48.18 per cent by 2021. Television has universal and mass appeal. The medium can reach out to the literate and not so literate. Print media would be the 2nd largest sector in the overall entertainment industry in India, following which Radio is expected to contribute almost 2 per cent of the entire industry by 2021. The Government of India has supported Media and Entertainment industry's growth by taking various initiatives such as digitizing the cable distribution sector, increasing FDI limit from 74 per cent to 100 per cent in cable and DTH satellite platforms etc. Internet video sector is expected to grow at a CAGR of 22.4 per cent while the global average is estimated to be 11.6 per cent. TV subscription will grow at CAGR of 11.6 per cent as against the global average of 1.3 per cent. Growth is expected in Health, food, and beverages segment. The rural region is also a potentially profitable target. (Source-Indian Brand equity foundation 2018 report)

COMPETITION

Wellness is also a Satellite Channel that offers the medical care for the entire family at no cost. This channel covers Allopathy, Homeopathy, Naturopathy, Yoga, General Health, Medical Tourism, Alternative Therapies like Reiki, Aura Healing. The channel also organized CME, NGO workshop etc.

Medi BizTV is a 24-hour free to air satellite TV channel with subscription which focus on health literacy to help Government and other health agencies such as WHO, UNESCO to implement their policies and make their efforts fruitful. Medi BizTV gives primary health information to individuals from all age groups alike. This is International TV channel present in more than 139 nations. It is launched by Marine BizTV, the world's first global maritime TV channel in association with Aries Marine, the largest Ship design consultancy firm and BizTV Network, producers of two Oscar selected movies.

BRAND EXTENSION

Looking at the competition, Care World TV in 2014 decided to offer the content on smartphones by launching Care World TV app that was compatible with all the important operating systems (OS) including Android, Windows, and iOS. Their aim was to improve viewership and engagement of healthcare consumers in premium market segment by offering eye-catching interface and easy functionality. The channel was looking at targeting of 20-35 years' old primarily, however as per their subject they have experienced varied age groups picking up content which suits and interests them. Care World TV App provided live streaming of Care World TV.

MARKET RESEARCH ON HEALTHCARE CONSUMER ENGAGEMENT

Recently channel carried out a market research to find out their app performance. The study carried out by internal marketing team throws light on facts like Mobile health app usage has grown rapidly (54 percent) yet less than 2 percent of their healthcare consumers are using Care World TV App. Secondly the study highlighted unpredictable Usage patterns, poor user



experience and poor engagement of App consumers even though high engagement was integral to their experience strategy.

Note- Considering the information given in the case answer the following questions. Attempt all questions in not more than 1000 words.

- Attempt any **two** questions from question number **1 to 4**.
 - **Question number Five and Six is compulsory.**
1. Analyze the main challenge faced by the Care World TV in the external environment considering the information given using appropriate method? Suggest a new product line which you would like to recommend to CARE group and why. (20)
 2. Describe the consumer behavior in the context of Care World TV. Explain what factors will influence health care consumer's decision making before viewing the channel. (20)
 3. Identify and critically analyze the segmentation variable and target market for Care World TV mobile app? Comment and suggest the suitable positioning strategy Care World TV mobile app. (20)
 4. Prepare the questionnaire which the Care World TV can use to measure existing consumer satisfaction & Explain the steps for conducting marketing research. (20)
 5. What marketing recommendation on elements of marketing mix (4 P's) would you make to Care World TV mobile App to help them position among proactive health conscious consumers according to its situation in product life cycle? (5 mark each).
 6. Write Short note on any one (10 Marks)
 - A) Concept of Brand and Branding strategies
 - B) Steps Of personal selling
 - C) Steps of marketing planning
 - D) Digital Marketing

