

**MASTER OF HOSPITAL ADMINISTRATION
SECOND SEMESTER**

**DIGITAL MARKETING: STRATEGIC TECHNOLOGY MANAGEMENT & SOCIAL MARKETING
MHA-206**

Duration : 3 hrs.

Full Marks: 70

Time : 20 min.

(PART-A: Objective)

Marks : 20

Choose the correct answer from the following:

1X20=20

1. The _____ coined the term information technology to make a distinction between purpose-built machines designed to perform a limited scope of functions, and general-purpose computing machines that could be programmed for various tasks.
 - a. Gary Hamel
 - b. Harvard Business Review
 - c. C.K. Prahalad
 - d. F.W. Taylor
2. The _____ is concerned with the time and cost of developing the technology, the time line of recovering cost and modes of making the technology yield a profit proportionate to the costs and risks involved.
 - a. Technology Life Cycle
 - b. Product Life Cycle
 - c. Product Development Life Cycle
 - d. Technology Innovation
3. What technique includes the discussion, review and elimination of idea?
 - a. Delphi Techniques
 - b. Scenario Planning
 - c. Expert Opinion
 - d. Trend Analysis
4. What is expert opinion?
 - a. What-if analysis
 - b. A process of predicting future technology characteristics.
 - c. Simulation or imitation of real life scenarios.
 - d. Involvement of high-level experts in discussion of forecasting issues.
5. The definition of _____ is the creation of an overall business plan which consists of principles, objectives, and tactics for using technology to achieve organizational objectives. a
 - a. Technology Strategy
 - b. Technology transfer
 - c. Core competency
 - d. Technology Management
6. Which of the following is NOT a principle underlying business process re-engineering (BPR)?
 - a. Business process must be managed end to end
 - b. Business processes should be agile.
 - c. Business processes should use prototype technology
 - d. Business processes must be aligned with organizational strategy and needs

7. _____ is a defined and disciplined business methodology to increase customer satisfaction and profitability by streamlining operations, improving quality and eliminating defects in every organization-wide process.
- Six Sigma
 - TQM
 - Five Alpha
 - Six Beta
8. _____ is the process of improving the quality and quantity of website traffic to a website or a web page from search engines.
- Search Engine Optimization
 - Social marketing
 - Affiliate Marketing
 - Email-Marketing
9. _____ focus on communicating with customers, rather than selling, providing content that educates, amuses, or otherwise provides value to customers on a consistent basis in order to attract and retain a specific desired audience.
- Social marketing
 - Content Marketing
 - Search Engine Optimization
 - Reputation Marketing
10. Which type of innovation generally gives rise to productivity improvements or better products/process resulting in lower costs?
- Incremental
 - Disruptive
 - Radical
 - Architectural
11. Which of the following 'P's comprises the communication messages, materials, channels and activities that will effectively reach the audience?
- product
 - price
 - place
 - promotion
12. _____ are the key elements of promotion mix.
- Advertising and Sales Promotion
 - Publicity and Public Relations
 - Direct Marketing and Personal Selling
 - All of the above
13. Place in marketing is also known as _____
- physical distribution
 - channel of distribution
 - intermediary
 - all of the above
14. Social networks have an enormous information sharing capacity. As such, they are a great distribution channel for _____.
- customer feedback
 - viral content
 - exclusive coupons
 - marketing messages
15. Choose the correct option below:
- If you know about your target audience's intent, you can easily focus on creating valuable content.
 - You should compare the value of Content Marketing with that of other marketing strategies carried out by competitors
 - Both (a) and (b) are true
 - Both (a) and (b) are false

16. What is the correct abbreviation of SERP?
- a. Search Estimate Result Page
 - b. Search Engine Result Page
 - c. System Engine Random Page
 - d. System Estimate Random Page
17. Which of the following would be leveraging both social network and traditional marketing?
- a. Handing out print advertisements with a coupon for a store
 - b. A print advertisement in a magazine which drives people to a website where there is a free trial offer
 - c. Posting an advertisement on a message board
 - d. Hosting a video ad on YouTube not otherwise seen elsewhere
18. The main advantage of online advertisement is _____.
- a. Low-cost promotional strategy
 - b. Online advertising is promotional as well as informational
 - c. Trackable
 - d. All of the above
19. One advantage a non-profit has when opening a private social network is _____.
- a. its tax exempt status makes the start-up cost of a private social network more affordable.
 - b. its supporters tend to spend more time using social networks
 - c. that it has an immediate user base of people interested in the cause.
 - d. its supporters have a higher tolerance for marketing messages.
20. How can a company use the same material for both traditional and social network marketing?
- i. Posting a luring comment on Twitter the company site
 - ii. Selling ad space on the company website
 - iii. Utilizing a television ad campaign online as well on their site and sites such as YouTube
 - iv. Creating a magazine print ad with the company website
- (Choose the correct option below)
- a. i and ii
 - b. ii and iv
 - c. iii and iv
 - d. none of the above

(PART-B : Descriptive)

Time: 2 HRS 40 MINS

Marks : 50

[Answer question no.(1) & any four (4) from the rest]

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| 1. What do you mean by Strategic technology Management? Elaborate on the process of Technological Innovation. Explain the different types of Technological Innovation with the help of a diagram. | 1+5+4=10 |
| 2. What do you mean by Business Process Re-engineering (BPR)? Explain briefly the role of IT in BPR.
b. What are the steps involved in Davenport & Short's Methodology to redesign organizations? | 5+5=10 |
| 3. a. What do you mean by technology forecast? Describe any four critical Factors of Strategic Technology Management.
b. What are the factors for success and failure of BPR? | 5+5=10 |
| 4. a. Elaborate on the various types of E-marketing.
b. State the differences between E-Marketing and Traditional Marketing. | 6+4=10 |
| 5. a. State the similarities and differences between social marketing and commercial marketing.
b. What are the benefits of social media analytical tools? | 5+5=10 |
| 6. a. Describe the social marketing mix elements with the help of an example, i.e., a social product.
b. Describe briefly about the uses of social media marketing platforms for marketers. | 5+5=10 |
| 7. a. What do you mean by online marketing mix?
b. Briefly explain the need of SEM & SEO for marketers.
c. What do you mean by Integrated Marketing Communication?
d. What are the factors that influence viral marketing? | 2+4+2+2=10 |
| 8. Prepare a social marketing campaign and discuss the necessary steps and factors to consider under the campaign. | 10 |

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