

Time: 3 Hrs

Max. Marks: 60

Answer any Five questions
All questions carry EQUAL marks
Question No. 8 is Compulsory

1. a. Distinguish Retailing from Wholesaling with an Example.
 b. What is Rural marketing? Explain the Rural Marketing Mix using 4As Approach in detail.
2. Define retailing? Explain the various functions of retailing.
3. Discuss the different formats of retail. Distinguish between ownership and non-ownership based retail.
4. How Intratype competition differs from Intertype Competition? Elaborate
5. Elaborate on the famous model explained by Parasuraman, Berry and Zeithaml in service Quality.
6. Discuss the pricing strategy stands on three legs (i.e., pricing tripod) in detail.
7. a. Whom do you call intermediaries in service delivery? Discuss in detail.
 b. Explain the role, benefits and challenges of Intermediaries with Examples.
8. **CASE STUDY:**

The Apollo Hospitals group owns or manages over 6000 hospital beds. The group provides the most updated medical, surgical and diagnostic services and is devoted in their commitment of continuous improvement everyday in every sector of its functions. Their adherence to quality policies and standardized practices has attributed them with ISO 14001 and 9001 certification. Four of its hospitals, Delhi, Chennai, Hyderabad and Ludhiana are accredited by Joint Commission International (JCI), an accreditation body based in Chicago. In 2006, the Apollo Hospital, Hyderabad, has added another feather to its cap. In 2006, the hospital received JCI's Disease- or Condition-Specific Care (DCSC) Certification for its acute stroke treatment. This was the first hospital outside the United States to be honored with this certification.

There was a time when in spite of rapid growth, the Apollo group was falling short of sufficient brand communication. The result was that not many knew what the Apollo brand actually stands for. The problem was that the group instead of showing up a single face was presenting quite a lot of faces which weakened and watered down the brand. This fact had its reflection in the group's business. There was no marked rise in admissions and appointments even after the organization built 42 new websites. To fix the issue, the group recruited VizioHub, an internet consultancy. The goal was to set up their brand on the web that would pull-in more patients to the hospitals. Apollo wanted everyone concerned to know that here's a group that covers every health need just-in-time and in the most professional manner. The vendor developed an interactive brand strategy including search engine optimization to bring prospects to the Apollo hospitals, creating a mother website in which the numerous independent hospital websites would be included, creating a provision for users to interact online with the group's renowned specialists. The process results in 70 inquiries per day, of which 80 percent were international. The website was recognized as an official honoree by Webby Awards 2006.

In just 25 years, Apollo has built a strong brand for itself. By blending knowledge and equipment from the West with a strong understanding on local consumer needs, the company has been able to exploit and extend its brand equity beyond surgery to primary care, pharmacy, even to medical BPO.

Discuss the case in detail before proceeding for answering the following questions.

1. Confer the awards/rewards received by Apollo those acted as stepping stones for their success.
2. Discuss the problems faced by Apollo in detail.
3. Provide solutions adopted by Apollo to overcome their problems.