

Test Bank for Health Care Market Strategy 5th Hillestad

True/False

1. The business plan is another term for the strategic plan. T F

Ans: F

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2. The role of the strategic plan is to address environmental business changes. T F

Ans: T

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3. An organizations business plan is an integral part of strategy. T F

Ans: T

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4. An organization will have one strategic plan and possibly several business plans. T F

Ans: T

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5. The business plan is established before the marketing plan. T F

Ans: F

Page: 42

6. As Hamel says “The essential problem in organizations today is a failure to distinguish planning from strategizing.” T F

Ans: T

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7. The strategic plan is established before the business plan. T F

Ans: T

Page: 37-38

8. A marketing plan begins with an analysis of the organizations capabilities. T F

Ans: F

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9. In a market based organization, the leadership sets the goals; T F
Not the marketplace

Ans: F

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- 10) A good marketing plan is largely about promotion activities
such as advertising. T F

Ans F

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Essay Questions

- 1) Explain the difference between a strategic plan and a business plan.

Answer would include

Strategic plan is about the entire organization

Strategic plan looks long term

Business plan is about a specific product or service or market

Business plan is usually shorter in time frame

Business plan includes operational details including finance

- 2) Discuss the components of a business plan and how the process of a business plan comes

together.

Answer would include

Business plan consists of a marketing plan, an operations plan, a human resource plan and a financial plan

The first step is the marketing plan

The plan is built within the context of the organizations overall strategy

The business plan is market focused with a high dependency on the environment within which the business operates.

3) What is the essence of marketing?

Answer would include

The process of listening to consumers in the marketplace (market research)

The process of organizing to satisfy the needs of a group or groups of customers

Satisfying customers in a profitable fashion

A philosophy of consumer orientation (this item is critical to the answer)

A system of objective data gathering

A road to dynamic business strategy

A process of business planning

An emphasis on innovation

A means of performance evaluation

A focus on future opportunities