Test Bank for Marketing Health Services 4th Thomas

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1. Which of the following is a form of social media?

a. Blog
b. Social network
c. Podcast
*d. All of the above

2. Social media have which advantage over traditional (or industrial) media?

*a. Support two-way communication
b. Are controlled by the originator
c. Involve a time lag in dissemination
d. Are carefully monitored

3. Worldwide, approximately what proportion of people use social networking?

a. 1 in 2
*b. 1 in 3
c. 1 in 10
d. 1 in 20

4. Which of the following is *not* a social network platform?

a. Facebook
b. LinkedIn
c. Instagram
*d. Wikipedia

5. What percentage of Americans say that social media determine their choice of a doctor, hospital, or medical facility?

a. 21%
b. 31%
*c. 41%
d. 51%

6. When information is disseminated in a rapid, epidemic-like manner, it is said to be _____.

a. instantaneous
b. virtual
c. cybernetic
*d. viral

7. Earned media, unlike paid media, are _____.

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a. free
b. potentially viral
c. expensive
*d. a and b

8. The federal law that prohibits the unauthorized publishing of patient data online is the _____.

*a. Health Insurance Portability and Accountability Act
b. Affordable Care Act
c. Dodd-Frank Act
d. Health Information Technology for Economic and Clinical Health Act

9. Healthcare providers are using social media to _____.

a. attract visitors to their websites
b. facilitate communication with their customers
c. alert people concerning upcoming events
*d. all of the above

10. Healthcare consumers use social media to _____.

a. find a physician
b. obtain treatment information
c. evaluate a potential healthcare provider
*d. all of the above

11. What are the demographics of consumers who are likely to use social media for health-related reasons?

*a. Younger, college-educated, higher income
b. Older, college-educated, lower income
c. Older, no college, lower income
d. Younger, no college, lower income

12. With whom are consumers *least* likely to share health information via social media?

a. Doctors
b. Hospitals
c. Other patients
*d. Drug companies

14. With which of the following plans should the organization's social media strategy be aligned?

a. Strategic plan

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b. Business plan
c. Marketing plan
*d. All of the above

15. The control of the content of social media has shifted to _____.

a. computer experts
*b. consumers
c. healthcare providers
d. government agencies

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1. If there is one word to describe marketing activity, it is a(n) _____.

a. plan
b. solution
*c. process
d. analysis

2. In which of the following ways does healthcare *not* act like a normal market?

a. It includes both buyers and sellers.
*b. Customers often do not make their own purchase decisions.
c. It includes both goods and services.
d. Consumer satisfaction is important.

3. Which of the following is one of the enterprisewide functions that marketing performs?

*a. Determining strategic direction
b. Increasing sales volume
c. Performing marketing research
d. Educating consumers

4. Which of the following is an example of the educational function of marketing?

a. Increasing market share
b. Performing marketing research
*c. Promoting the organization's image
d. Influencing consumer decision-making

5. Compared to organizations in other industries, which of the following functions of marketing may be *less* emphasized in healthcare?

a. Improving customer satisfaction
b. Improving the public's perception of the organization
c. Expanding the customer base
*d. Increasing the profit margin

6. Prior to the emergence of marketing as a healthcare function, what type of promotional activity did most hospitals perform?

*a. Public relations
b. Advertising
c. Telemarketing
d. Internet marketing

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7. Conducting health fairs and sponsoring community events are examples of _____.

a. advertising
*b. community outreach
c. telemarketing
d. personal sales

8. Which of the following promotional activities involves face-to-face interaction?

*a. Personal sales
b. Advertising
c. Direct mail
d. Internet marketing

9. Which of the following promotional activities seeks to enhance relationships rather than generate sales?

a. Direct mail
b. Television advertising
*c. Customer relationship management
d. Display advertising

10. Which of the following promotional activities focuses on the general population rather than specific patients?

a. Target marketing
b. Direct mail
c. Database marketing
*d. Social marketing

11. Which of the following is *not* an attribute of mass marketing?

a. “Shotgun” approach to the market
b. One-size-fits-all approach to the market
*c. Tailored to the needs of customer segments
d. More focus on the organization than its products

12. Which of the following is *not* an attribute of a service?

a. Is intangible
b. Has no resale value
*c. Can be warehoused until needed
d. Usually consumed at the time of purchase

13. In healthcare, which of the following typically refers to a potential customer for health services?

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*a. Consumer
b. Patient
c. Client
d. Enrollee

14. Which of the four Ps of marketing has historically had limited significance in healthcare?

a. Product
*b. Price
c. Place
d. Promotion

15. Developing a marketing plan represents which of the following functions of healthcare marketing?

a. Enterprise function
*b. Operational function
c. Educational function
d. Promotional function

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