

***Essentials of Health Care Marketing 5th edition
Berkowitz Test Bank***

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Essentials of Health Care Marketing, 5th Edition
Eric N. Berkowitz
Additional Quiz
Chapter 2

Import Settings:
Base Settings: Brownstone Default
Information Field: Complexity
Information Field: Ahead
Information Field: Subject
Information Field: Title
Information Field: Feedback
Highest Answer Letter: D
Multiple Keywords in Same Paragraph: No

Chapter: Chapter 02 – Practice Activities

True/False

1. True or False? The mission statement for an organization sets the broad direction for an organization.

Ans: True

Complexity:

Ahead: Strategic Planning Process

Subject: Chapter 2

Title: Marketing Strategy

Feedback: Page

2. True or False? A foundation for resource and financial-based planning is developed through a SWOT analysis.

Ans: False

Complexity:

Ahead: Strategic Planning Process

Subject: Chapter 2

Title: Marketing Strategy

Feedback: Page

3. True or False? The cost-based differential advantage is the hardest differential advantage to regain once it is lost.

Ans: False

Complexity: Easy

Ahead: Strategic Planning Process

Subject: Chapter 2

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4. True or False? Trust is an essential differential advantage in the customer believing the price is fair.

Essentials of Health Care Marketing, 5th Edition
Eric N. Berkowitz
Additional Quiz
Chapter 2

Ans: True
Complexity: Easy
Ahead: Strategic Planning Process
Subject: Chapter 2
Title: Marketing Strategy
Feedback: Page

5. True or False? Invisible value is the value that is built into a product or service.

Ans: True
Complexity: Easy
Ahead: Strategic Planning Process
Subject: Chapter 2
Title: Marketing Strategy
Feedback: Page

6. True or False? Sustaining innovations are those that might be viewed as incrementally new products or services.

Ans: True
Complexity: Easy
Ahead: Disruptive Innovations and New Competition
Subject: Chapter 2
Title: Marketing Strategy
Feedback: Page

7. True or False? The three attributes that are common to distributive innovations are that they tend to be cheaper, easy to get, and somewhat more expensive than existing alternatives.

Ans: False
Complexity: Disruptive Innovations and New Competition
Ahead: Easy
Subject: Chapter 2
Title: Marketing Strategy
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8. True or False? Large, established firms with the financial resources to innovate are the organizations that typically bring disruptive innovations to the market.

Ans: False
Complexity: Easy
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Complexity: Easy

Ahead: The Visible Value Challenge of a Differential Advantage

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Complexity: Easy

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Subject: Chapter 2

Title: Marketing Strategy

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11. True or False? Increasing sales of present products to present markets is a product development strategy.

Ans: False

Complexity: Easy

Ahead: Organizational Strategy

Subject: Chapter 2

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12. True or False? Taking new products to new markets is a diversification strategy.

Ans: True

Complexity: Easy

Ahead: Organizational Strategy

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Feedback: Page

13. True or False? Taking existing products to new markets is a market penetrations strategy.

Ans: False

Complexity: Easy

Ahead: Organizational Strategy

Subject: Chapter 2

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Feedback: Page

14. True or False? John Hopkins is working with a private hospital in China to establish a new cancer center. This approach is an example of the market penetration strategy.

Ans: False

Complexity:

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Ans: True

Complexity: Easy

Ahead: Organizational Strategy

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Feedback: Page

16. True or False? Many women's hospitals are now establishing specialized services for men as a market penetration strategy.

Ans: False

Complexity: Easy

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Subject: Chapter 2

Title: Marketing Strategy

Feedback: Page

Essentials of Health Care Marketing, 5th Edition
Eric N. Berkowitz
Additional Quiz
Chapter 2

19. True or False? In the pharmaceutical industry, one company often licenses its products to another so that the second firm can market the drug. This is referred to as a strategic affiliation.

Ans: False

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20. True or False? Reducing the number of services in the service line is referred to as divestment.

Ans: False

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Ans: True

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22. True or False? Harvesting is allowing a product to gradually decline by withdrawing support until there is little or no market demand.

Ans: True

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23. True or False? In the BCG matrix, the underlying assumption is that cash flow and rate of return are closely related to sales volume.

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Subject: Chapter 2

Essentials of Health Care Marketing, 5th Edition
Eric N. Berkowitz
Additional Quiz
Chapter 2

Title: Marketing Strategy
Feedback: Page

24. True or False? When growth is low but present value is high, the product is a cash cow.

Ans: False

Complexity: Easy

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25. True or False? Problem children have great growth potential but low market share.

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26. True or False? Revenues generated by stars should go to the cash cows.

Ans: False

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27. True or False? Revenue that the cash cows generate should go to the problem children.

Ans: True

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28. True or False? A key factor in the Five Forces Model is the threat of new technology.

Ans: False

Complexity: Easy

Ahead: Analyzing the Competitive Market

Subject: Chapter 2

Title: Marketing Strategy

Feedback: Page

Essentials of Health Care Marketing, 5th Edition
Eric N. Berkowitz
Additional Quiz
Chapter 2

29. True or False? When the cost of switching among providers is low, competition can be intense.

Ans: True

Complexity: Easy

Ahead: Analyzing the Competitive Market

Subject: Chapter 2

Title: Marketing Strategy

Feedback: Page

30. True or False? In health care, nurse practitioners and pharmacists represent the threat of new entrants.

Ans: True

Complexity: Easy

Ahead: Analyzing the Competitive Market

Subject: Chapter 2

Title: Marketing Strategy

Feedback: Page

31. True or False? The Five Forces Model and the Blue Ocean strategy perspective both consider strategy in light of existing competitors.

Ans: False

Complexity: Easy

Ahead: Blue Ocean Strategy

Subject: Chapter 2

Title: Marketing Strategy

Feedback: Page

32. True or False? Red Oceans represent the blood of companies fighting for market share among existing competitors.

Ans: True

Complexity: Easy

Ahead: Blue Ocean Strategy

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33. True or False? In terms of the Blue Ocean perspective, new service innovations differ on two dimensions of the types of benefits offered and the price level.

Ans: False

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Essentials of Health Care Marketing, 5th Edition
Eric N. Berkowitz
Additional Quiz
Chapter 2

34. True or False? A market concentration strategy focuses on the most geographically concentrated group of customers.

Ans: False

Complexity: Easy

Ahead: Developing the Marketing Plan

Subject: Chapter 2

Title: Marketing Strategy

Feedback: Page

35. True or False? Hospital ROI has been found to be related to market share.

Ans: True

Complexity: Easy

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36 True or False? Specialty hospitals can be said to follow a niche strategy.

Ans: True

Complexity: Easy

Ahead: Developing the Marketing Plan

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37. True or False? Specialty hospitals could be said to follow a concentrated strategy.

Ans: False

Complexity: Easy

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Subject: Chapter 2

Title: Marketing Strategy

Feedback: Page

Multiple Choice

1. Johns Hopkins, a major academic healthcare organization located in Baltimore, Maryland, has multiple satellite clinics throughout the wider Washington D.C. metropolitan area. This strategy is a:

A) diversification strategy.

B) product-development strategy.

C) market-penetration strategy.

D) market-development strategy.

Ans: C

Complexity: Moderate

Ahead: Organizational Strategy

Subject: Chapter 2

Title: Marketing Strategy

Feedback: Page

2. Many women's hospitals are now offering specialized programs for men. This approach is an example of what type of strategy?

A) Diversification

B) Product development

C) Market development

D) Market penetration

Ans: C

Complexity: Moderate

Ahead: Organizational Strategy

Subject: Chapter 2

Title: Marketing Strategy

Feedback: Page

3. Scott & White Clinic in Texas and Aultman Hospital in Ohio have developed their own insurance products. These organizations have decided to pursue a strategy of:

A) market development.

B) diversification.

C) product development.

D) market penetration.

Ans: C

Complexity: Moderate

Ahead: Organizational Strategy

Subject: Chapter 2

Title: Marketing Strategy

Feedback: Page

4. Sharp Health Care has partnered with the CVS retail pharmacy chain to offer its services within CVS retail locations. This is an example of:

A) forward integration.

B) mass retailing.

C) mass distribution.

D) backward integration.

Ans: A

Complexity: Moderate

Ahead: Organizational Strategy

Subject: Chapter 2

Title: Marketing Strategy

5. In a backward integration strategy, an organization becomes:

- A) a pharmaceutical company.
- B) its own supplier.
- C) its own buying entity.
- D) a purchasing coalition.

Ans: B

Complexity: Moderate

Ahead: Organizational Strategy

Subject: Chapter 2

Title: Marketing Strategy

Feedback: Page

6. When growth in existing markets is slow or regulatory changes make it risky to remain in existing markets, organizations tend to pursue which of the following growth strategies?

- A) Diversification
- B) Product development
- C) Market penetration
- D) None of these is correct.

Ans: A

Complexity: Moderate

Ahead: Organizational Strategy

Subject: Chapter 2

Title: Marketing Strategy

Feedback: Page

7. IBM has increasingly partnered with healthcare organizations interested in applying the Watson cloud technology for healthcare applications to assist physicians and researchers. For IBM, this approach is an example of which type of growth strategy?

- A) Market penetration
- B) Market development
- C) Product development
- D) Diversification

Ans: D

Complexity: Moderate

Ahead: Organizational Strategy

Subject: Chapter 2

Title: Marketing Strategy

Feedback: Page

8. Strategic alliances in which both corporate entities hold an equity position are:

- A) usually successful given the fact that there is shared risk.
- B) difficult to achieve, because it is difficult to get corporate agreement among both parties.
- C) referred to as shared risk pooled entities.
- D) defined as joint venture businesses.

Ans: D

Complexity: Moderate

Ahead: Organizational Strategy

Subject: Chapter 2

Title: Marketing Strategy

Feedback: Page

9. When there is a weak fit between a core business and a particular business line, organizations will typically follow what particular strategy?

- A) They will consolidate the weak line into others.
- B) The organization will attempt to divest the weak line.
- C) The organization will try to refine the target marketing strategy.
- D) They will attempt to try to reinvigorate the line with additional advertising.

Ans: B

Complexity: Moderate

Ahead: Organizational Strategy

Subject: Chapter 2

Title: Marketing Strategy

Feedback: Page

10. Increasingly, many hospitals are having to close service lines when the market is too small or costly to serve, such as the case in mental health. This is an example of which type of strategy?

- A) Divestment
- B) Pruning
- C) Retrenchment
- D) Harvesting

Ans: B

Complexity: Moderate

Ahead: Organizational Strategy

Subject: Chapter 2

Title: Marketing Strategy

Feedback: Page

11. A pharmaceutical vice president has decided to gradually withdraw marketing and promotional support from a particular drug. She has instructed her sales force to no longer spend any time with physicians discussing this particular script, nor will any promotional support be provided. The number of generics competing against this formulary has increased, and the margins have declined precipitously.

This is an example of:

- A) retrenchment.
- B) harvesting.
- C) pruning.
- D) divestment.

Ans: B

Complexity: Moderate

Ahead: Organizational Strategy

Subject: Chapter 2

Title: Marketing Strategy

Feedback: Page

Essentials of Health Care Marketing, 5th Edition
Eric N. Berkowitz
Additional Quiz
Chapter 2

12. In the BCG matrix, a marketing person can affect one of the two dimensions of this matrix as a function of their strategy. Which dimension could they possibly affect?

- A) Population
- B) Target size
- C) Market growth rate
- D) Market share

Ans: D

Complexity: Moderate

Ahead: Determining Organizational Strategy

Subject: Chapter 2

Title: Marketing Strategy

Feedback: Page

13. In the BCG matrix, revenues generated by stars should be reinvested into:

- A) dogs.
- B) cows.
- C) stars.
- D) problem children.

Ans: C

Complexity: Moderate

Ahead: Determining Organizational Strategy

Subject: Chapter 2

Title: Marketing Strategy

Feedback: Page

14. A product would be considered a cash cow if:

- A) the product's market has matured, but the organization was able to retain its market share through the life cycle.
- B) the product has a high market share and a high growth rate
- C) the organization could generate cash but not capture share.
- D) product has low relative market share, but high growth rate.

Ans: A

Complexity: Moderate

Ahead: Determining Organizational Strategy

Subject: Chapter 2

Title: Marketing Strategy

Feedback: Page

15. Which of the following is true of a service that is a problem child?

- A) It is a new service with little share or one that is generating a lot of cash.
- B) It is a poor service but has a high share.
- C) It is a new service but has quality problems.
- D) It is a new service or one that has been in existence for some time, but there are strategy problems.

Ans: D

Complexity: Moderate

Ahead: Determining Organizational Strategy

Subject: Chapter 2

Title: Marketing Strategy

Feedback: Page

16. Which of the following is *not* one of the four factors that affect the intensity of competition in Porter's Five Forces Model?

- A) Intensity of competition
- B) Bargaining power of buyers
- C) Bargaining power of suppliers
- D) Threat of new entrants

Ans: A

Complexity: Moderate

Ahead: Analyzing the Competitive Market

Subject: Chapter 2

Title: Marketing Strategy

Feedback: Page

17. In terms of Porter's Five Forces Model, the formation of physician/hospital networks is an attempt to:

- A) develop a structure to create new medical technologies quickly.
- B) mitigate the power of buyers with stronger suppliers.
- C) mitigate the threat of new entrants.
- D) All of these are correct.

Ans: B

Complexity: Moderate

Ahead: Analyzing the Competitive Market

Subject: Chapter 2

Title: Marketing Strategy

Feedback: Page

18. The foundation of the 7-S framework is:

- A) the seven structural components of efficiency.
- B) shared values.
- C) shared service lines across merged systems.
- D) system efficiencies.

Ans: B

Complexity:

Ahead: Analyzing the Competitive Market

Subject: Chapter 2

Title: Marketing Strategy

Feedback: Page

19. Suppliers can become a significant threat when they are able to:

- A) forward integrate.
- B) develop a system for technological interactivity.

Essentials of Health Care Marketing, 5th Edition
Eric N. Berkowitz
Additional Quiz
Chapter 2

C) systematize delivery online.

D) backward integrate.

Ans: A

Complexity: Moderate

Ahead: Analyzing the Competitive Market

Subject: Chapter 2

Title: Marketing Strategy

Feedback: Page

20. On a continuum of strategic perspectives, the Blue Ocean strategy is most dissimilar to:

A) the BCG matrix, because growth is not a major focus of this model.

B) the BCG matrix, because market share and growth are irrelevant in considering opportunities.

C) the Porter model, because Porter focuses on existing competitors, whereas Blue Ocean focuses on uncontested market space.

D) the Porter model, because Blue Ocean only has blue and red oceans, not five forces.

Ans: C

Complexity: Moderate

Ahead: Blue Ocean Strategy

Subject: Chapter 2

Title: Marketing Strategy

Feedback: Page

21. Mass marketing is when an organization decides to treat the entire market as a:

A) group of people with very different needs.

B) heterogeneous group of patients.

C) group of patients who want to purchase the same services.

D) None of these is correct.

Ans: C

Complexity: Moderate

Ahead: Developing the Marketing Plan

Subject: Chapter 2

Title: Marketing Strategy

Feedback: Page

22. Boutique medical practices in which patients pay a significant amount upfront to ensure that they have personalized concierge service with their doctor is an example of a:

A) mass marketing strategy.

B) high-income strategy.

C) market concentration strategy.

D) market elite strategy.

Ans: C

Complexity: Moderate

Ahead: Developing the Marketing Plan

Subject: Chapter 2

Title: Marketing Strategy

Feedback: Page

Essentials of Health Care Marketing, 5th Edition
Eric N. Berkowitz
Additional Quiz
Chapter 2

23. In health care, it has been found that hospitals with higher profitability tend to be those with:

- A) lower market share in niche markets.
- B) higher market share.
- C) more technological investments.
- D) medical staff encompassing a wider age distribution.

Ans: B

Complexity: Moderate

Ahead: Developing the Marketing Plan

Subject: Chapter 2

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True/False

1. True or False? The mission statement for an organization sets the broad direction for an organization.

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- C. market-penetration strategy.
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Answer: C

Complexity: Moderate

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Title: Marketing Strategy

Feedback: Page

41. Sharp Health Care has partnered with the CVS retail pharmacy chain to offer its services within CVS retail locations. This is an example of:

- A. forward integration.
- B. mass retailing.
- C. mass distribution.
- D. backward integration.

Answer: A

Complexity: Moderate

Ahead: Organizational Strategy

Subject: Chapter 2

Title: Marketing Strategy

42. In a backward integration strategy, an organization becomes:

- A. a pharmaceutical company.
- B. its own supplier.
- C. its own buying entity.
- D. a purchasing coalition.

Answer: B

Complexity: Moderate

Ahead: Organizational Strategy

Subject: Chapter 2

Title: Marketing Strategy

Feedback: Page

43. When growth in existing markets is slow or regulatory changes make it risky to remain in existing markets, organizations tend to pursue which of the following growth strategies?

- A. Diversification
- B. Product development
- C. Market penetration
- D. None of these is correct.

Answer: A

Complexity: Moderate

Ahead: Organizational Strategy

Subject: Chapter 2

Title: Marketing Strategy

Feedback: Page

44. IBM has increasingly partnered with healthcare organizations interested in applying the Watson cloud technology for healthcare applications to assist physicians and researchers. For IBM, this approach is an example of which type of growth strategy?

- A. Market penetration
- B. Market development
- C. Product development
- D. Diversification

Answer: D

Complexity: Moderate

Ahead: Organizational Strategy

Subject: Chapter 2

Title: Marketing Strategy

Feedback: Page

45. Strategic alliances in which both corporate entities hold an equity position are:
- A. usually successful given the fact that there is shared risk.
 - B. difficult to achieve, because it is difficult to get corporate agreement among both parties.
 - C. referred to as shared risk pooled entities.
 - D. defined as joint venture businesses.

Answer: D

Complexity: Moderate

Ahead: Organizational Strategy

Subject: Chapter 2

Title: Marketing Strategy

Feedback: Page

46. When there is a weak fit between a core business and a particular business line, organizations will typically follow what particular strategy?
- A. They will consolidate the weak line into others.
 - B. The organization will attempt to divest the weak line.
 - C. The organization will try to refine the target marketing strategy.
 - D. They will attempt to try to reinvigorate the line with additional advertising.

Answer: B

Complexity: Moderate

Ahead: Organizational Strategy

Subject: Chapter 2

Title: Marketing Strategy

Feedback: Page

47. Increasingly, many hospitals are having to close service lines when the market is too small or costly to serve, such as the case in mental health. This is an example of which type of strategy?
- A. Divestment
 - B. Pruning
 - C. Retrenchment
 - D. Harvesting

Answer: B

Complexity: Moderate

Ahead: Organizational Strategy

Subject: Chapter 2

Title: Marketing Strategy

Feedback: Page

48. A pharmaceutical vice president has decided to gradually withdraw marketing and promotional support from a particular drug. She has instructed her sales force to no longer spend any time with physicians discussing this particular script, nor will any promotional support be provided. The number of generics competing against this formulary has increased, and the margins have declined precipitously. This is an example of:

- A. retrenchment.
- B. harvesting.
- C. pruning.
- D. divestment.

Answer: B

Complexity: Moderate

Ahead: Organizational Strategy

Subject: Chapter 2

Title: Marketing Strategy

Feedback: Page

49. In the BCG matrix, a marketing person can affect one of the two dimensions of this matrix as a function of their strategy. Which dimension could they possibly affect?

- A. Population
- B. Target size
- C. Market growth rate
- D. Market share

Answer: D

Complexity: Moderate

Ahead: Determining Organizational Strategy

Subject: Chapter 2

Title: Marketing Strategy

Feedback: Page

50. In the BCG matrix, revenues generated by stars should be reinvested into:

- A. dogs.
- B. cows.
- C. stars.
- D. problem children.

Answer: C

Complexity: Moderate
Ahead: Determining Organizational Strategy
Subject: Chapter 2
Title: Marketing Strategy
Feedback: Page

51. A product would be considered a cash cow if:
- A. the product's market has matured, but the organization was able to retain its market share through the life cycle.
 - B. the product has a high market share and a high growth rate
 - C. the organization could generate cash but not capture share.
 - D. product has low relative market share, but high growth rate.

Answer: A
Complexity: Moderate
Ahead: Determining Organizational Strategy
Subject: Chapter 2
Title: Marketing Strategy
Feedback: Page

52. Which of the following is true of a service that is a problem child?
- A. It is a new service with little share or one that is generating a lot of cash.
 - B. It is a poor service but has a high share.
 - C. It is a new service but has quality problems.
 - D. It is a new service or one that has been in existence for some time, but there are strategy problems.

Answer: D
Complexity: Moderate
Ahead: Determining Organizational Strategy
Subject: Chapter 2
Title: Marketing Strategy
Feedback: Page

53. Which of the following is *not* one of the four factors that affect the intensity of competition in Porter's Five Forces Model?
- A. Intensity of competition
 - B. Bargaining power of buyers
 - C. Bargaining power of suppliers
 - D. Threat of new entrants

Answer: A
Complexity: Moderate
Ahead: Analyzing the Competitive Market
Subject: Chapter 2
Title: Marketing Strategy
Feedback: Page

54. In terms of Porter's Five Forces Model, the formation of physician/hospital networks is an attempt to:

- A. develop a structure to create new medical technologies quickly.
- B. mitigate the power of buyers with stronger suppliers.
- C. mitigate the threat of new entrants.
- D. All of these are correct.

Answer: B
Complexity: Moderate
Ahead: Analyzing the Competitive Market
Subject: Chapter 2
Title: Marketing Strategy
Feedback: Page

55. The foundation of the 7-S framework is:

- A. the seven structural components of efficiency.
- B. shared values.
- C. shared service lines across merged systems.
- D. system efficiencies.

Answer: B
Complexity:
Ahead: Analyzing the Competitive Market
Subject: Chapter 2
Title: Marketing Strategy
Feedback: Page

56. Suppliers can become a significant threat when they are able to:

- A. forward integrate.
- B. develop a system for technological interactivity.
- C. systematize delivery online.
- D. backward integrate.

Answer: A
Complexity: Moderate
Ahead: Analyzing the Competitive Market
Subject: Chapter 2
Title: Marketing Strategy
Feedback: Page

57. On a continuum of strategic perspectives, the Blue Ocean strategy is most dissimilar to:
- A. the BCG matrix, because growth is not a major focus of this model.
 - B. the BCG matrix, because market share and growth are irrelevant in considering opportunities.
 - C. the Porter model, because Porter focuses on existing competitors, whereas Blue Ocean focuses on uncontested market space.
 - D. the Porter model, because Blue Ocean only has blue and red oceans, not five forces.

Answer: C
Complexity: Moderate
Ahead: Blue Ocean Strategy
Subject: Chapter 2
Title: Marketing Strategy
Feedback: Page

58. Mass marketing is when an organization decides to treat the entire market as a:
- A. group of people with very different needs.
 - B. heterogeneous group of patients.
 - C. group of patients who want to purchase the same services.
 - D. None of these is correct.

Answer: C
Complexity: Moderate
Ahead: Developing the Marketing Plan
Subject: Chapter 2
Title: Marketing Strategy
Feedback: Page

59. Boutique medical practices in which patients pay a significant amount upfront to ensure that they have personalized concierge service with their doctor is an example of a:
- A. mass marketing strategy.
 - B. high-income strategy.
 - C. market concentration strategy.

D. market elite strategy.

Answer: C

Complexity: Moderate

Ahead: Developing the Marketing Plan

Subject: Chapter 2

Title: Marketing Strategy

Feedback: Page

60. In health care, it has been found that hospitals with higher profitability tend to be those with:

A. lower market share in niche markets.

B. higher market share.

C. more technological investments.

D. medical staff encompassing a wider age distribution.

Answer: B

Complexity: Moderate

Ahead: Developing the Marketing Plan

Subject: Chapter 2

Title: Marketing Strategy

Feedback: Page