

***Marketing Health Services 4th edition Thomas
Test Bank***

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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 _____.

- 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

- 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

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

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?

- *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