# *Health Care Market Strategy 5th edition Hillestad Test Bank*

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**True/False**

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

   Ans: F

   Page 36

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

   Ans: T

   Page 37

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

   Ans: T

   Page 39

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

   Ans: T

   Page 42

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

   Page 36

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

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Ans: T

Page: 37-38

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

Ans: F

Page 45

9. In a market based organization, the leadership sets the goals; T F

Not the marketplace

Ans: F

Page 45

10) A good marketing plan is largely about promotion activities

such as advertising. T F

Ans F

Page 54

**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

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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

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