

# Health care marketing

[Business](#), [Marketing](#)



3 November Q Ans. Although I do agree that media is frequently used strategically to advance the social or policy initiatives, and that brands when endorsed by political leaders and stars do have a revolutionary impact on many audiences, yet such advertisements do not change my point of view. Being aware of such use of media, I know that these stars and political leaders that show up in certain advertisements do not necessarily use these brands in their real life. They are paid by the brands to promote their products and their loyalty with the brand is out of question. I only use products that appeal to me because of their quality, durability, and features that I value or I need rather than those that others value or need.

Q. 2: Ans.

The most popular mode of data collection in marketing is questionnaire. Using questionnaire as a means of data collection provides the researchers with the opportunity to collect data from the research participants without having to personally interact with every research participant individually, and collect the information, because interviewing is a very time consuming process and is governed by different kinds of biases. On the other hand, questionnaires can be easily filled by the research participants, particularly when they are brief and the statements are short and clear in their meaning. In marketing research, researchers can use a variety of questionnaires; audiences may be motivated to send answers to a particular email address in a lucky draw scheme advertised on television or the marketers can collect data by asking customers to fill questionnaires on shops.