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CHAPTER-I

INTRODUCTION

INTRODUCTION

MODERN MARKETING CONCEPT:

The purpose of modern day business is to create a customer. Marketing should aim at producing that which the customer needs in the quantity he required at a price he can afford through the channels that will suit to his convenience and at the time he needs them.

Modern marketing is an ongoing process of:-

- Discovering and translating consumer needs and desires into products and services through planning and planned products.
- Creating demand for these products and services through promotions and pricing.
- Serving the consumer demand, through planned physical distribution with the help of various distribution channels.
- Expanding the market even in the phase of keen competition through research and feedback.

The marketing concepts hold that the key to achieving organizational goals consists in determining the needs and wants of target markets and delivering the desired satisfaction more efficiently than competitors.

Marketing:

It is a comprehensive term and includes all resources and economic activities necessary to direct the flow of goods and services from producers to consumers.

Marketing is the process of discovering and translating consumer wants into products and service specifications and then in turn, helping to make it possible for more and more consumer to enjoy more and more of these products and services.

Marketing is thus a social and managerial process by which individuals and group obtain what they need and want through creating, offering and exchanging the product of value with others.

Nevertheless, marketers must study their customer wants, perception, shopping and buying behaviour such a will provide clues for developing new products, product features and other mix elements. In the simple terms, **“when people talk to themselves it is called insanity, when companies talk to themselves it is called marketing”**.

Marketing can be further understood by the defining several of its core concepts. The marketer, identity and profile distinct groups of buyer who might prefer or require varying product and services mixes. Market segments can be identified by examining demographic, psycho-graphic, and behavioral differences among buyers. The marketer must try to understand the target market's needs, wants and demands. Needs are the basic human requirements. The needs become wants when they are directed to specific object that might satisfy the need. Wants are shaped by one's society. Demands are wants for

specific products backed by an ability to pay. Many people want a Mercedes; only few are able and willing to buy one.

Marketing channels are the tools used to reach a target market the marketer uses three kinds of marketing channels.

Communication channels deliver and receive messages from target buyers, and include newspapers, magazines, radio, television, mail, CD's and the Internet.

Distribution channels to display sell or deliver the physical product or service(s) to the buyer or user.

Service channel to carry out transaction with potential buyers. Service includes warehouse, transportation companies, banks and insurance companies that facilitate transactions.

Competition includes all the actual and potential rival offerings and substitutes that a buyer might consider. We can broaden the picture further by distinguishing four levels of competition, based on the degree of product substitutability:

Brand Competition: A company sees its competitors as other companies offering similar products and services to the same customers at similar prices.

Industry Competition: A company sees its competitors as all companies making the same product or class of products.

Form Competition: A company sees its competitors as all companies manufacturing products that supply the same service.

Generic Competition: A company sees its competitors as all companies that compete for the same consumer dollars.

Any marketing activity between the consumer and the marketer depends on the following five contents:

- There are at least two parties.
- Each party has something that might be of value to the other party.
- Each party is capable of communication and delivery.
- Each party is free to accept or reject the offer.
- Each party believes it is appropriate to deal with the other party.

The modern marketing concept of marketing emphasizes that the consumer is at the focus of all the marketing and business activities of a firm.

Companies cannot survive today by simple doing a good job. They must do an excellent job if they are to succeed in markets characterized by slow growth and fierce competition. Consumers face an abundance of choices in seeking to satisfy their needs and therefore look for excellence in quality or value or cost when they choose their suppliers. So, consumer plays a very important role in buying process. We must know, what is their behavior? And what influences to behave in such a way?

Every marketing activity revolves around the customer. He is the focal point. Consumers purchase a commodity as dictated by their mental and economic forces. Mental forces creates desires and wants and the consumers feel that products offers by

manufactures on satisfy those wants but the economic force may come in the way of satisfying that want. Hence he has to choose between the wants and select the products according to priority consumption.

Consumer's purchases are strongly influenced by cultural, social, personal and psychological characteristics. Culture is the most basic cause of a person's wants and behavior.

It is the set of basic values, perceptions, wants and behavior learned by a number of societies from family and other important institutions. Social factors are small groups, family and social roles and status. The personal factors that influence consumer's behavior are age and life-cycle state. Psychological factors are also influencing a buyer's decisions like motivation, perception, learning and beliefs and attitudes.

Attitudes are an expression of inner feelings that reflect whether a person is favorably or predisposed to some object. As an outcome of some psychological processes, attitudes are not directly observable but must be uniformed from what people say or from their behavior. Consumer researches therefore tend to assess attitude by asking questions or making inferences from behaviour. For e.g. if a researcher determined from questioning a consumer that the individual has consistently bought some products and recommends them to friends the researcher would be likely to infer a positive attitude towards that product.

The marketing concept is built on the premises like:-

Make what will sell instead of terms what you can make.

Love the customer and not the product.

Customer you are the boss.

In the modern concept of marketing there are three basic features

1. Customer Orientation.
2. Integrated Marketing.
3. Profitable sales through customer satisfaction.

In the modern concept of marketing, the consumer is the king of the market. Consumer tries to satisfy his wants from different market source, his tastes, fashion and preference also change from time to time, and hence the marketing should learn the art of reading the mind of consumer and act accordingly. Every growing engages in five major marketing activities.

1. Marketing research.
2. Product Development.
3. Distribution.
4. Pricing
5. Promotion.

In the modern concept of marketing, the calls for customer orientations have been expressed in many different ways. Here are few popular slogans to quote.

“We are not boss, the customer is the boss”.

“What the consumer wants, the consumer gets”.

“The customer is at the top of organization chart”.

“Look at the company through the customers eyes”.

“We are to produce what people want, not what we can sell”.

“Marketing begins with consumer and ends with consumer”.

MARKETING MANAGEMENT:

It refers to the professionals in the art of carrying out the exchange relationship. According to PHILIP KOTLER defines marketing management as “analysis, planning, implementation and control of programs designed to bring about the desired exchanges with target audience for the purpose of mutual or personal gains. It relies heavily on the adoption and co-ordination of product, place, and promotion.

Marketing management may be defined as the process of management of marketing programmes for accomplishing organizational goals and objectives.

Marketing management performs all managerial functions in the field of marketing. It has to plan and develop production on the basis of known consume demand. It has to build up appropriate marketing plan or marketing mix to fulfill the set of the business. It has t formulate sound marketing policies and programmes. It looks after their implementation and control.

MARKETING MIX:

Marketing mix is a term used to describe the optimum combination of four inputs that constitutes the act of an organization’s marketing process. These four elements are- product mix, price mix, promotion mix and place mix (distribution).

Marketing mix offers an optimum combination of all marketing ingredients so that we can have realisation of company goals such as profit, return on investment, sales volume, market share and so on. It is profitable formula for the marketing operations.

MARKETING RESEARCH:

Marketing research is the systematic gathering, recording and analysis of data about problems connected with market place i.e., problem relating to product, price, promotion and distribution of the marketing mix. Marketing research is directly interested in offering sound alternative solution to all marketing problems.

Marketing research consists of application of scientific methods and procedures to the study of marketing problems.

The essential purpose of marketing research is to provide information, which will facilitate the identification of an opportunity or problem situation and to assist managers in the best possible decisions when such situations are encountered.

Overcoming barriers to the use of marketing research, many managers see marketing research as a fact finding operation. They expect the researcher to design a questionnaire, choose a sample, conduct interview, and report results, often without a careful definition of the problem or of the decisions facing management. When fact-finding fails to be useful, management's idea of the limited usefulness of marketing research is reinforced.

Marketing Concepts:

It is customer-oriented philosophy that is implemented and integrated through out an organization to serve better then competitors and active specified goals.

CravemsHills Woodruffs

Marketing concepts are fundamental to the overall rationale and conduct of the enterprise rationale and conduct of the enterprise.

Marketing concept is made up of three components. Starting with customer needs and works, a firm must develop an organization integrated marketing strategy and there by accomplish its organizational goals.

Sales Orientation:

An organization with sales orientation is one that assumes that effective selling can push its output into hands of customer. A selling orientation general towards converting an existing product into cash rather that an orientation that begins with customer need response to that need before the product rolls of the production line.

But the most important marketing begins with customer but not with production cost, sales or technological landmarks.

“Marketing concepts hold the key to achieve organizational goals consists in determining the needs and wants of target and delivering the desired satisfaction more effectively and efficiently that companies”.

Philip Kotler

Marketing concepts rest on four pillars namely:

1. Target Market
2. Customer needs.
3. Co-ordinate Marketing.
4. Profitability.

Marketing management:-

It is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational objectives.

The marketer's task is to build a marketing program or plan to achieve the company's desired objective. The marketing program consists of numerous decisions on the mix of marketing tools to use. The marketing mix is the set of marketing tools the firm uses to pursue its marketing objectives in the target market.

Marketing management takes place when at least one party to potential exchange gives thought to objectives and means of achieving desired response from other parties.

Marketing manager copes with their tasks by carrying out marketing research, planning, implementation and control. With in marketing planning, marketers must make decisions on target markets, market positioning, product development, pricing, channel or distributions, communication and promotion.

CONSUMER BEHAVIOUR:

It is the behaviour that the consumer's display in searching for purchasing using and evaluating product services and ideas, which they expect, will satisfy their needs.

It is the study of what consumer's buy, why they buy it, when they buy it, how often they buy it and how often use it. In reality, the problem is for more complexes, the consumer isolated by culture, social, physical, political barriers. Further consumer preference very extensively in today's dynamic market, thus on in-depth study of consumer where ever he is, primary, yet fact id that it is not the product that makes the profits but the consumer.

Brand Awareness:-

Awareness is the knowledge of consumers about the existence of a brand. Every company tries to project their brand name to their perspective consumer mind. It serves as an indicator of the effectiveness of communication of the manufacture individual comes to know of a product to satisfy his need.

Target Marketing:-

A company that decides to operate in a broad market recognizes that it normally cannot serve all customers in that market. The customer are too numerous and diverse in their buying requirements. Instead of competing everywhere, the company needs to identify the market segments that it can serve most effectively.

To choose its markets and serve that well, many companies are embracing target marketing. In target marketing, sellers distinguish the major market segments, target one or more of those segments, and develop products and marketing programs tailored to each segment. Instead of scattering their marketing effort (a “Shot Gun” approach). They can focus on the buyers whom they have the greatest chance of satisfying (a “Rifle Approach”).

Target marketing requires marketers to take three major steps.

Market Segmentation: - Identify and profile distinct groups of buyers who might require separate products and or marketing mix.

Market Targeting: - Select one or more market to enter.

Market Positioning: - Establish and communicate the product’s key distinctive benefits in the market.

Customer Satisfaction:-

It is a person’s feelings of pleasure or disappointment resulting from comparing a product’s perceived performance (or outcome) in relation to his or her expectations.

Satisfaction is a function of perceived performance and expectations. If the performance falls short of expectations, the customer is dissatisfied. If the performance matches the expectations, the customer is highly satisfied or delighted.

Many companies are aiming for high satisfaction because customers who are just satisfies are much less ready to switch. High satisfaction or delight creates an emotional bond with the brand, not just a rational preference. The result is high customer loyalty. Customer’s expectations are influenced by their past buying experience, friends and

associates advice, and marketers and competitor's information and promises. If marketers raise expectations too high, the buyer is likely to be disappointed.

Recognizing that high satisfaction leads to high customer loyalty, many companies today are aiming for TCS- total customer satisfaction. For such companies, customer satisfaction is both a goal and a marketing tool.

MARKET POTENTIAL:

The market forecast shows expected market demand, not maximum market demand, for the latter, we have to visualize the level of market demand for a “very high” level of industry marketing expenditure, where further increases in marketing efforts would have little effect in stimulating further demand.

Market potential is the limit approached by market demand as industry marketing expenditures approach infinity, for a given environment. The phrase “for a given environment” is crucial in the concept of market potential. Consider the market potential for automobiles in a period of recession versus a period of prosperity. The market potential is higher during prosperity. Market analysts distinguish between the position of the market demand function and movement along it. Companies cannot do about the position of the market demand function, which is determined by the marketing environment.

Company Demand is the company's estimated share of market demand at alternative levels of company marketing efforts.

The company's share of market demand depends on how its products, services, prices, communications and so on are perceived relative to its competitors.

If the other were equal, the company's market share would depend on the size and effectiveness of its market expenditure relative to competitors. Marketing model builders have developed sales-response functions to measure how its marketing expenditure level, marketing mix affects a company's sales, and marketing effectiveness.

Company sales forecast is the expected level of the company sales based on a chosen marketing plan and an assumed marketing environment.

Sales quota is the sales goal set for a product line, company division, or sales representatives, it is primarily a managerial device for defining and stimulating sales effort.

Management sets quota on the basis of the company sales forecast and the psychology of stimulating its achievement. Generally, sales quotas are set slightly higher than estimated sales to stretch the sales force's effort.

Company sales potential is the sales limit approached by company demand marketing effort increases relative to competitors. The absolute limit of the company demand is, of course, the market potential. The two would be equal if the company achieved 100% of the market.

COMPANY DEMAND:

Company demand is the company's estimated share of the market demand at alternative levels of company marketing effort in a given period. The company's share of market demand depends on how its products, services, prices, communications and so on are perceived relative to the competitors. If other things are equal, the company's market share would depend on the size and effectiveness of its marketing expenditures relative to

competitors. Marketing model builders have developed sales-response functions to measure how a company's sales are affected by its marketing expenditure level, marketing mix and marketing effectiveness.

INDUSTRY OVERVIEW

Health care industry in India has registered tremendous growth in recent years. The demand for quality healthcare is going to further increase with the increased awareness about health resulting in phenomenal growth of hospitals across the country. The recent decision allowing the entry of private agencies in health insurance is an important step taken by the government to reach out to the vast majority of people who are without any insurance coverage. The corporate hospitals and other agencies will play an important role in the current scenario. Therefore, there is a need for a properly trained pool of hospital administrators who can design and deliver quality health services.

The primary objective of this Diploma course in Hospital Administration is to train medical and non-medical graduates to undertake a wider range of administrative and managerial responsibilities within hospital organizations. This will help the hospitals to be managed professionally and in turn deliver quality healthcare to the patients.

This course with its integrated inputs will help the student to gain strong conceptual and technical knowledge in various management concepts and improve his analytical capability to prepare him for the administrative functions.

The need

Quality of health care is mainly dependent on the level of the knowledge, skills and the experience of the Health Care Providers (HCP). Medvarsity will educate and

update the knowledge of the entire fraternity of HCP of the country. It would act as a catalyst for the knowledge acquirement of various groups of HCP. This university would strengthen the standard of medical practice, education and research by strengthening the current medical education and continued medical education. It would be complimentary to the existing medical education system of the country. Through its network it would rationally distribute its resources far and wide, irrespective of the geographical location of the delivery point.

The current status of Medical Education

Information obtained from the National Teachers Training Center (NTTC) sponsored by the World Health Organization reveals that at the end of 1999 there were 160 medical colleges. Of these, 40 were in the private sector and the remaining were either state funded or supported. Annual intake of these colleges is approximately 18,000 undergraduates every year contributing to a total pool of 100,000 medical students at any given time. There are about 30,000 postgraduates in various specialties in these colleges.

Undergraduates

Against the required strength of 16,000 medical teachers there are only 7,500 teachers manning these colleges which is 50-55% below the norms of teacher/taught ratio prescribed by the Medical Council of India. Hence, majority of colleges are facing a threat of de-recognition. A large number of subjects are devoid of teachers and are being taught by the teachers of related specialties.

State funded medical colleges enjoy low political priority, they suffer severe resource crunch and face a severe neglect by the respective state governments. Grossly deficient infrastructure and deficiency in number of teachers as well as quality contribute significantly to the overall poor quality of medical education.

Medical educational reforms and research is not on the cards. Around 50 colleges have not published a single scientific paper over the last several years. However, the silver lining is that students are selected through a fierce competition and hence are of very high quality. Despite their strong urge to learn, they are totally dependent on whatever is being provided at the college. Except for the printed literature they have no other source to learn and cover up their deficiencies.

Postgraduates

There are about 25,000 postgraduates pursuing degree/diploma courses in these 160 colleges. Except for the major postgraduate institutes and a few medical colleges the standard of education is extremely poor. They get qualified as specialists without development of adequate psychomotor skills and find it extremely difficult to obtain training after getting speciality qualifications. Hence, most of the learning is on the job or through various workshops, courses conducted by the respective speciality associations and societies.

Practitioners

There is no formal way for the practitioners to update their knowledge and they are totally dependent on printed journals and books. A small number of them do attend annual conferences. Majority of them are extremely busy with their private practice leaving very little time to update their knowledge.

Centers of excellence comparable with the world standards are available in major cities, providing quality medical training for a very few HCPs and their services are available only for a select segment of the population

CHAPTER – II

RESEARCH DESIGN OF THE STUDY

TITLE

A Study on the awareness of the Medvarsity Online Limited in Bangalore (Focus on Medical Students and Doctors in Bangalore City.)

STATEMENT OF PROBLEM:

Medvarsity is an information technology based quality education to the healthcare providers (HCP) at any distance and to facilitate cutting edge research in delivery of medical education..

At present the marketing department is interested to find out the students awareness, perception ,attituse and response towards Medvarsity online courses offered and role of the marketing department in communicating to the masses.

OBJECTIVES OF THE STUDY :

The specific objective of the study is:

1. To find out the student awareness towards the online courses.
2. To find out the students awareness towards various online institutions.
3. To find out the students awareness with respect to Medvarsity online Ltd.
4. To find out the students awareness with respect to the courses offered by Medvarsity online Ltd.
5. To find out the order of the preference of the student to join courses offered.
6. To find out the reasons and response towards Medvarsity online courses.

SCOPE OF THE STUDY:

The study is based on the online courses offered by Medvarsity online limited.

- The study seeks to find the criteria and response of the students towards the online courses.
- The study seeks to find the opinion about the students with respect to online courses offered by Medvarsity online Ltd.
- The study is conducted for the marketing department of Medvarsity focus on both students and Doctors of the top colleges in Bangalore City.
- The study is conducted for a period of 3 months with effects from February to April 2008.

RESEARCH METHODOLOGY:

The study is based on the various data provided by the company and data collected from the internet along with the questionnaires administered. The method of data collection would be through a questionnaire for the above study. Primary and secondary data considered for thorough study and interpretation.

PRIMARY DATA:

The data is collected through questionnaire.

SECONDARY DATA:

The data is collected from reports , newspapers and medical education magazines.

SAMPLING PLAN:

Sampling unit -Students and Doctors

Sample Size – 50 Medical Students and Doctors in Bangalore city.

LIMITATIONS :

- The study is limited to only potential areas of Bangalore city due to limitation of time.
- The sample has to be confined to 50 due to lack of time and resources and thus the result might not be repetitive of the population as a whole.

- The method selected is complex and time consuming.
- There as reluctance on the part of the respondents to co-operate.
- Respondent's based or dishonest answers.
- The time frame was insufficient to carry out the study in a greater depth.
- Some were very busy ,so it is impossible to get exact information .So, it is assumed the respondents information is accurate.

CHAPTER SCHEME:

CHAPTER 1:

Introduction

This chapter discusses the subject background of marketing and also gives an introduction to the Medvarsity online Ltd carried out in Bangalore.

CHAPTER 2:

Research Design

It contains the design of study including statement of problem, scope and objectives of the study, methodology of study, sources of data and overview of chapter scheme.

CHAPTER 3:

Profile of Medvarsity online Ltd. Bangalore.

CHAPTER 4:

Analysis and interpretation of data.

The data collected through the various records available were complied, tabulated, compared, and analyzed in order to draw inferences.

CHAPETR 5 :

Summary of findings and recommendations.

This chapter provides a summary of findings and suitable recommendations were given.

CHAPTER -III

COMPANY PROFILE

INTRODUCTION

Medvarsity is the branch of Apollo Hospitals Group that provides some online distance education. It is situated in Benhrgatha road Bangalore and head office is in Hyderabad

Medvarsity Online Limited was incorporated in the year 2000. and launched its official on line portal www.medvarsity.in.com in Oct 2000. Medvarsity promoted by Apollo in medicine and NIIT Limited in the field of electronic-education. MedVarsity acts as a catalyst for students and is complementary to the existing education system in the country. It has developed in-house, over 1500 hours of medical content that is accessible to the medical community anytime and anywhere. MedVarsity today addresses the needs of over 5000 doctors across India.

Medvarsity Online Limited was incorporated in the year 2000. Backed by two giants, Apollo in medicine and NIIT Limited in the field of electronic-education MedVarsity act as a catalyst for students and is complementary to the existing education system in the country. It has developed in-house, over 1500 hours of medical content that is accessible to the medical community anytime and anywhere. MedVarsity today addresses the needs of over 5000 doctors across India.

Medvarsity, India's first virtual medical university was established in April 2000, to provide complementary medical education using information technology, is an initiative by Apollo Hospitals group, leader in healthcare in Asia-Pacific region and NIIT Ltd, the global leaders in e-learning solutions. Medical education has undergone

considerable change over the last couple of decades and newer technologies are fast replacing the conventional mode of teaching. Medvarsity provides world-class solutions and expertise in problem areas like...

- IT in medicine
- Specialty-wise faculty
- Standardization of education
- Knowledge management
- Efficient evaluation systems
- Contemporary Curriculum
- Exposure to recent advances
- Digital library resources etc

Medvarsity has already entered into MOUs with four medical colleges and has nearly 1400 medical students and doctors registered on its platform. Medvarsity courses are even recognized by the Royal College of General Practitioners, U.K. Medvarsity has about 5000 hrs of quality content and is in the process of acquiring more. The content is organized, structured and web enabled in the form of audiovisual lectures, multimedia textbooks, procedural videos, interactive learning tools, clinical case reviews, clinical updates, journal club, Virtual Medical Library, guidelines and protocols, online conferences and CME, live/recorded workshops, expert interactions & discussion for etc. Its nearly 200 consultants contribute to the above content and also conduct administration skills training, leadership, interpersonal skills, clinical skills training modules, teacher training modules and objective testing training.

Medvarsity complements the existing medical education infrastructure by providing a dynamic network of various medical colleges across the country. It enables students, faculty and practitioners to participate in the virtual classroom, where they can

interact with the global peer community and have access to knowledge, resources and techniques cutting across geographical barriers.

Augmenting these services is the expertise in online evaluation and assessment, e learning consultancies, automation of libraries, conducting exams online, online payment gateways, telemedicine links etc.

Adopting Medvarsity platform not only reduces the costs to an institution but also promotes a broader vision amongst the faculty and students. Being part of the Medvarsity network gives you an international recognition and greater reach especially to the NRI community. Objectively speaking students, faculty and management benefit not just from an individual institution's resources, but from the entire network of colleges created by Medvarsity across the globe

Medvarsity Mission Statement & Objectives

Mission

To deliver Information Technology based quality education to the Health Care Providers (HCP) at any distance and to facilitate cutting edge research in delivery of medical education.

Objectives of Medvarsity

1. To Complement existing education system for the health care providers.
2. To strengthen basic conceptual foundation of the undergraduates, postgraduates and other HCP.

3. To apply information technology tools and computer based solutions for the simplification of complex subjects, to facilitate the learning process across the network of delivery points spread over in the entire country. Hence, obviating the need for geographical relocation of the professionals.
4. To resource, store and forward a range of medical information for the benefit of HCP.
5. To undertake and encourage research in the development of new information technology tools relevant to medical education and its virtual delivery.
6. To research and establish cost effective technology in health care for a wider distribution.

ACTIVITIES

Medvarsity's content generation and conversion activities can be summarize by 4 C's:

- 1.Courses
- 2.Colleges
- 3.Coaching
- 4.Conferences and CMEs

Content generation and development is the core activity and supports the 4 C's. Content is important because effective teaching depends on it. It is essential that content is in the format which is most effective and enhances the retention of learning for a longer duration .Medvarsity develops content for the courses it runs ,for PG entrance

coaching, for colleges as per their specified curriculum and for other customers engaged in the spread of Continuous Medical Education . From 3500 hours multimedia rich content today, Medvarsity aims to upgrade to about 5000 hours of medical education content in the near future .The content is a unique source of rare medical & interactive images, presentations by renowned healthcare professionals, Audio Visual Lectures and more.Customized content is also developed based on user requirements and learning needs .

1. courses : Medvarsity runs various certified courses for Medical and Healthcare professionals . A robust Learning Management system (LMS) allows running these courses in a combination of online and offline components . There is a dedicated team of doctors as faculty and a team of professionals for developing and managing these courses .

- Diploma in Family Medicine (in association with RCGP, UK)
- Certificate Course in Accident and Emergency Care
- Certificate Course in Pain management
- Certificate Course in Health Insurance
- Certificate Course in ECG
- Certificate Course in Cardiac Emergencies
- Certificate Course in Common problems in Orthopedics
- Certificate Course in Management of Diabetes
- Certificate Course in Laws applicable to Hospitals and Medical practice
- PG Diploma in Medical Informatics
- Deploma in Hospital Administration
- Fellowship in Sports Medicine
- Fellowship in Holistic Healthcare

Advanced courses for Nurses

- PG Certificate Course in Critical Care Nursing
- PG Certificate Course in Surgical Nursing

- PG Certificate Course in Cancer and Palliative Nursing
- PG Certificate Course in Nursing Administration
- PG Certificate Course in Cardiac Nursing

2. Colleges : Through its medical learning solutions, Medvarsity aims to provide to medical colleges complete educational support, which is IT enabled and dynamically updated. Through this service, Medvarsity aims to complement the existing medical education infrastructure in these colleges by providing solutions to the students, faculty and administration. It includes a Learning Management System Solution (LMS), a testing engine for online evaluation and assignment, digital media repositories, Content Management solutions, broadcast solutions, and virtual classrooms and virtual medical library.

3. Coaching for Post Graduate (PG) Medical entrance : Medvarsity offers interactive learning to Graduate Medical students aspiring for admission to PG courses. The coaching program offers an exhaustive database of questions, relevant notes, ranking and counseling through expert chats. The course options are :

- Classroom coaching
- Correspondence coaching
- Online coaching

4. Conferences and CMEs : Medvarsity develops customized training programs for various Pvt as well as GOVT organizations. These are either in the form of workshops, CMEs or short-term courses.

Training program in Hospital Management for Senior Health officials sponsored by Govt. of Maharashtra :

Medvarsity had the special honour of training senior health officials sponsored by Govt of Maharastra in a specially designed course of 7 days. This training is being held in batches

Health Insurance Training : Medvarsity in association with Administrative Staff College of India offers training to the senior and middle level management executives.

Virtual Medical Library :

Virtual Medical Library is the Gateway to access precise ,over whelming and widely spread wealth of biomedical information.

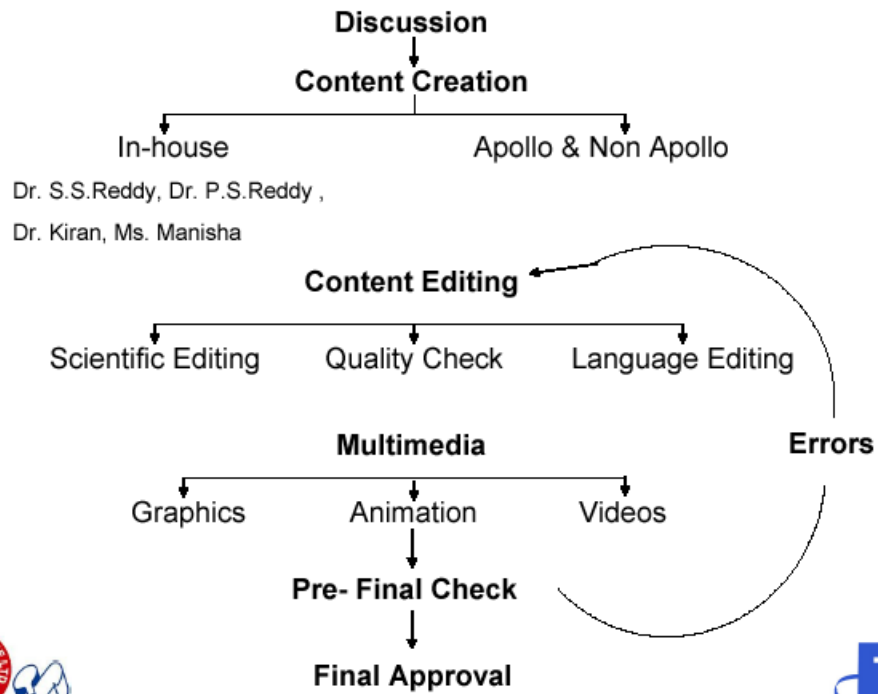
Our Information Base is for all those who are into the patient healthcare the students, academicians Practioners and others.

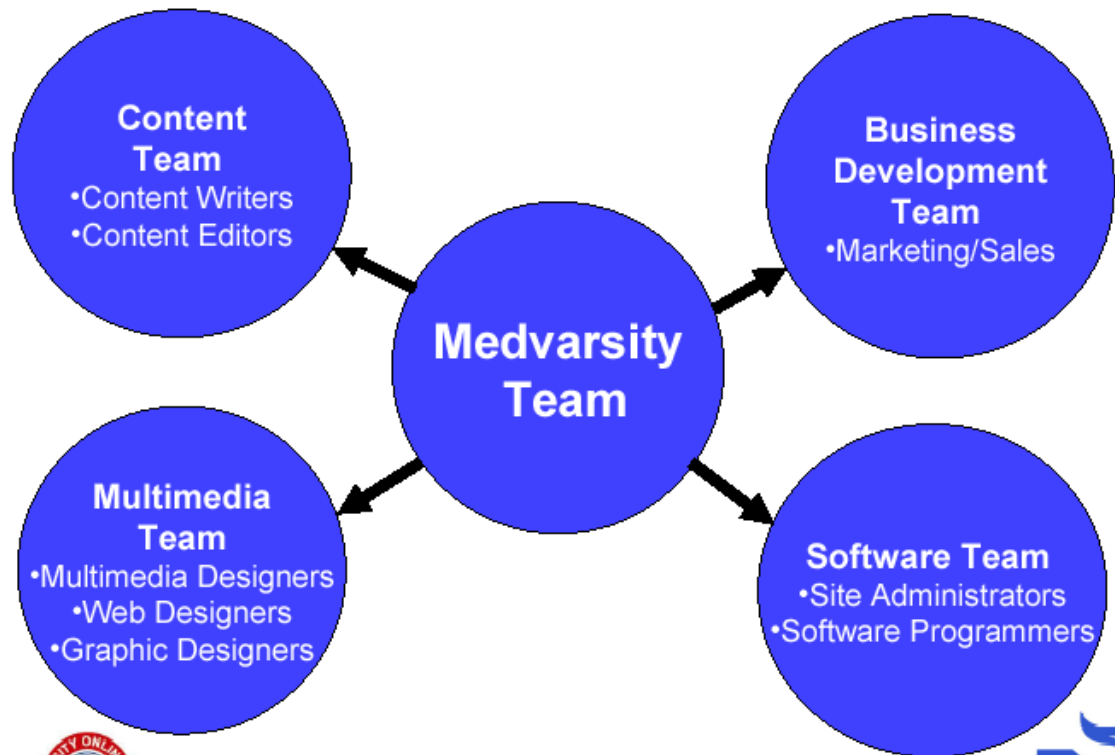
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CONTENT FLOW





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CHAPTER -IV
DATA INTERPRETATION
AND
ANALYSIS

TABLE 1

TABLE SHOWING THE AGE GROUP OF THE RESPONDENTS

Age	Respondents	Percentage
20-25	27	54%
26-30	15	30%
31-35	4	8%
36-40	1	2%
41-45	3	6%
Total	50	100%

Analysis:

Out of 50 respondents, 54% are between 20-25 years, 30% between 26-30, between 31-35 are 8% and 41-45 are 6% and 36-40 are 2%.

Inference:

The study reveals that majority of respondents are in the age 20-25 year. The potential of the customers fall under the age group 20-25 years, so company should focus on the customers falling under this category.

GRAPH 1

GRAPH SHOWING THE AGE GROUP OF RESPONDENTS.

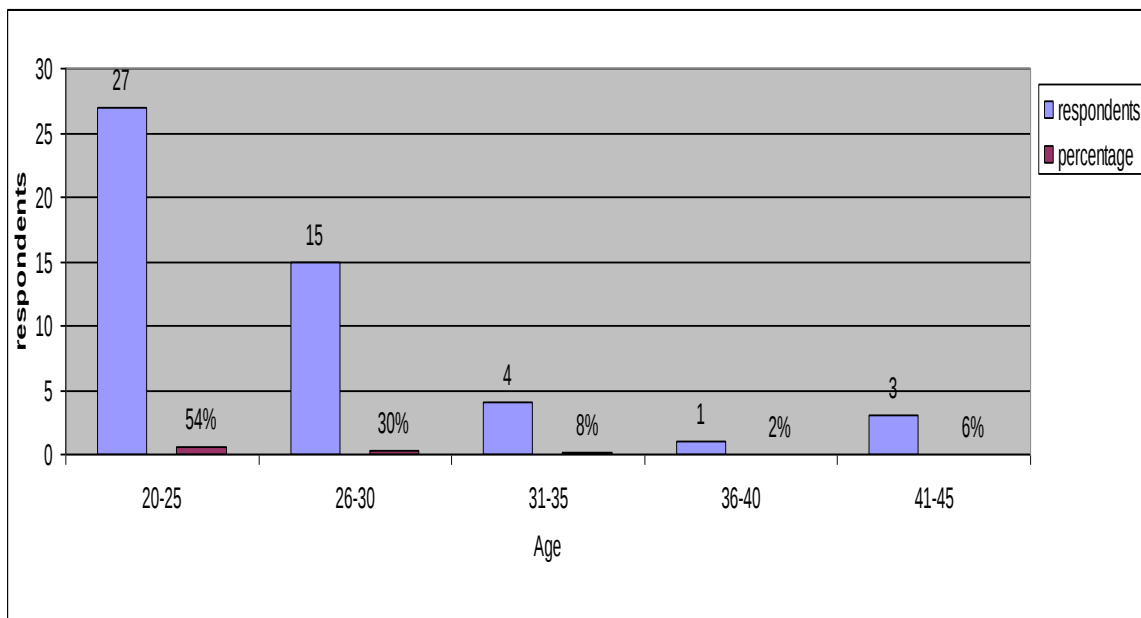


TABLE 2

TABLE SHOWING THE CLASSIFICATION OF THE RESPONDENTS
ON THE BASIS OF SEX

Category	Respondents	Percentage
Male	24	48%
Female	26	52%
Total	50	100%

ANALYSIS:

Out of 50 respondents, 48%are male and 52% are Female

Inference:

The study reveals that the majority of the respondents interviewed are Female. Thus the company should launch advertisement compaign to attract the male customers.

GRAPH 2

GRAPH SHOWING THE CLASSIFICATION OF THE RESPONDENTS
ON THE BASIS OF SEX.

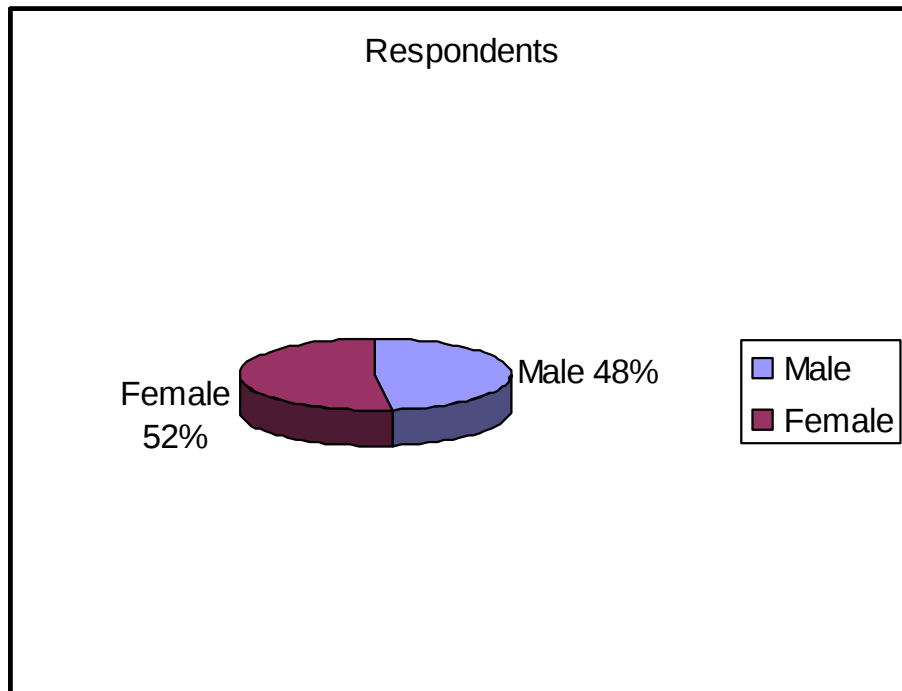


TABLE 3

TABLE SHOWING CLASSIFICATION OF THE RESPONDENTS
ON THE BASIS OF THE EDUCATION QUALIFICATION.

Qualification	Respondents	Percentage
MBBS	17	34%
BDS	18	36%
BAMS	3	6%
BUMS	4	8%
MD	2	4%
MDS	3	6%
MS	3	6%
Total	50	100%

Analysis:

Out of the 50 respondents, 36% are the from BDS, 34% are from MBBS, 8% are from BUMS, 6% are from BAMS, MDS & MS and 4% are from BUMS respectively.

Inference:

The study reveals that majority of the respondents are from BDS and from MBBS. qualification.

GRAPH 3

GRAPH SHOWING THAT CLASSIFICATION OF RESPONDENTS ON
THE BASIS OF EDUCATION QUALIFICATION.

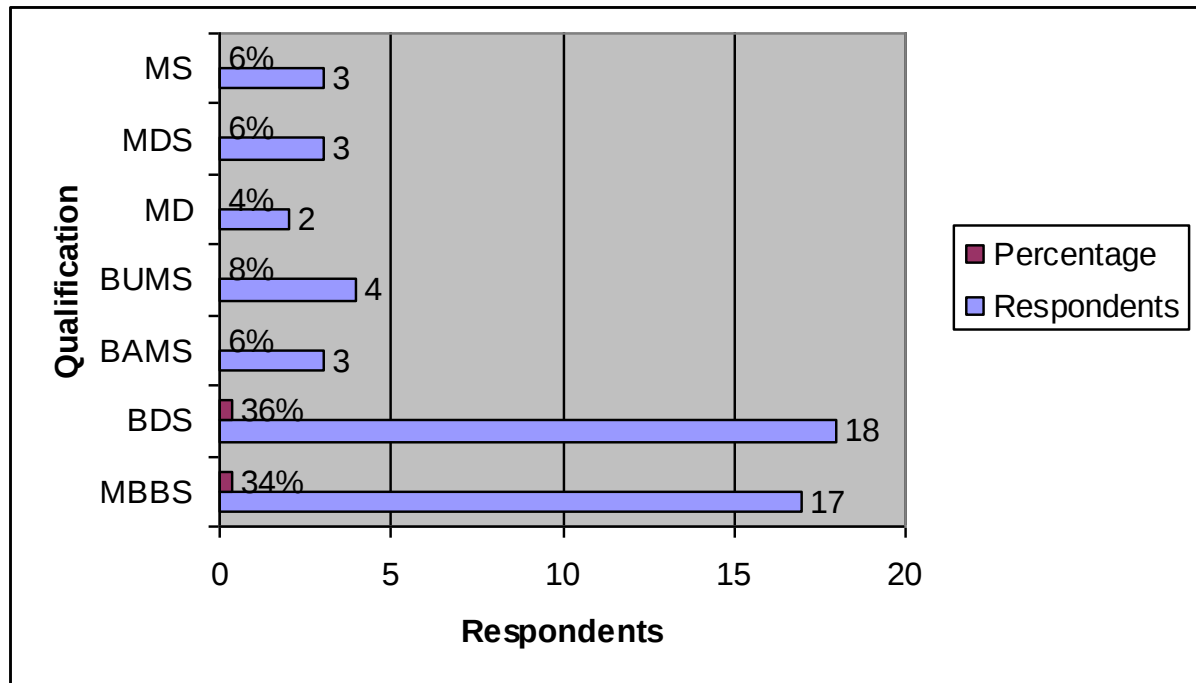


TABLE 4

TABLE SHOWING THE RESPONDENTS AWARENESS ABOUT
E-LEARNING MEDICAL EDUCATION WHICH PROVIDS ON LINE.

Category	Respondents	Percentage
Yes	26	52%
No	24	48%
Total	50	100%

Analysis:

Out of 50 respondents 52% answered that they know about e-learning of medical courses, 48% did not know the e-learning medical education.

Inference:

The study reveals that majority of the respondents are aware of e-learning medical education.

GRAPH 4

GRAPH SHOWING THE RESPONDENTS AWARENESS ABOUT
E-LEARNING MEDICAL EDUCATION WHICH PROVIDS ON LINE.

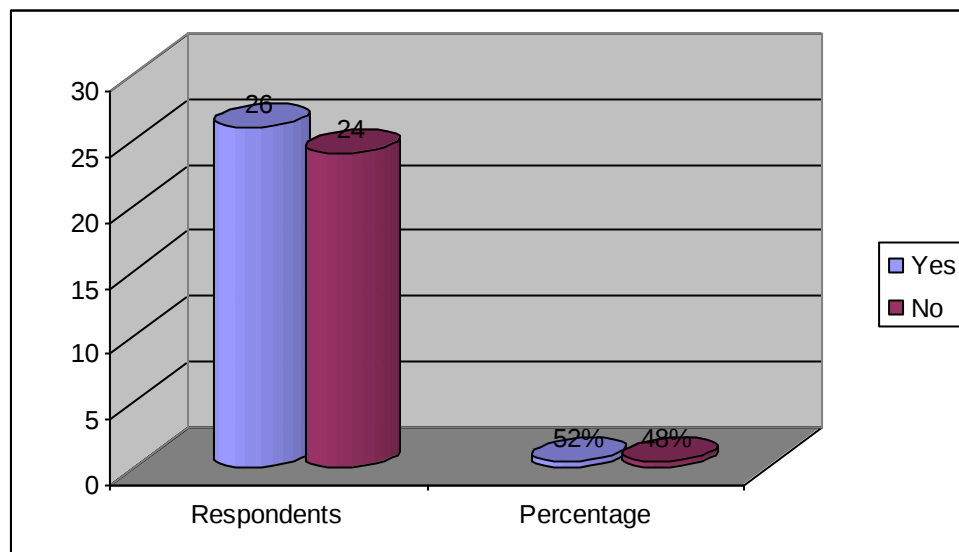


TABLE 5
TABLE SHOWING ON LINE MEDICAL COURSES DONE BY THE
RESPONDENTS.

Category	Respondents	Percentage
Yes	3	6%
No	47	94%
Total	50	100%

Analysis:

Out of the 50 respondents 6% answered that they have done on line medical courses, 94% are answered that the have not done on line medical course.

Inference:

The study reveals that majority of respondents have not done online medical courses. Only a few of the respondents have done on line medical courses. So the company should focus on those customers who does not have done the online medical courses.

GRAPH 5

GRAPH SHOWING ONLINE MEDICAL COURSE HAVE DONE BY
THE RESPONDENTS.

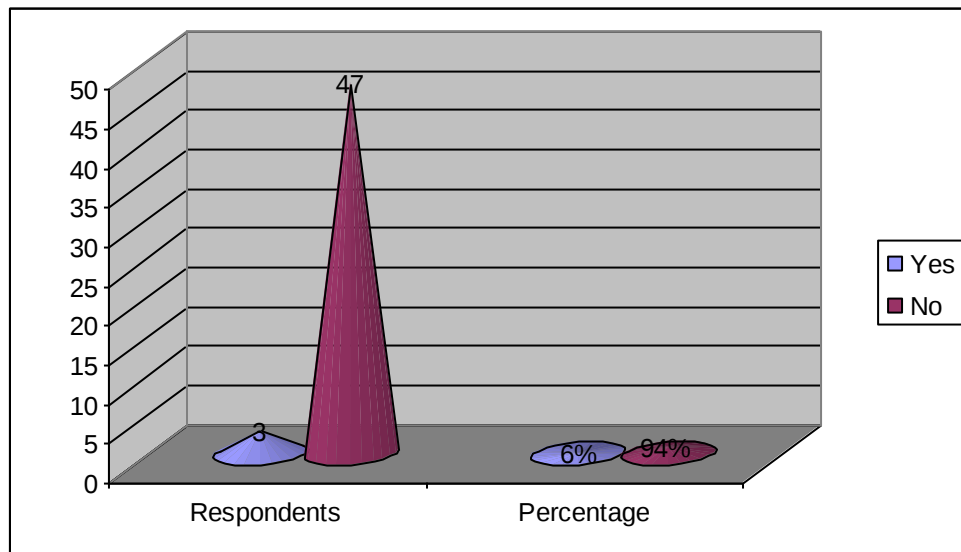


TABLE 6

TABLE SHOWING THE INSTITUTE FROM WHICH THE
RESPONDENTS HAVE DONE THE ON LINE COURSES.

Institute	Respondent	Percentage
Medvarsity	2	67%
Ao-Foundation	1	33%
Total	3	100%

Analysis:

Out of 50 respondents only 3 respondents have done the online medical courses, out of which 67% have done in Medvarsity on line ltd Bangalore and 33% have done in Ao-foundation Switzerland.

Inference:

The study reveals that majority of respondents have done online medical courses in Medvarsity online ltd.

GRAPH 6

GRAPH SHOWING THE INSTITUTE FROM WHICH THE
RESPONDENTS HAVE DONE THE ONLINE MEDICAL COURSES.

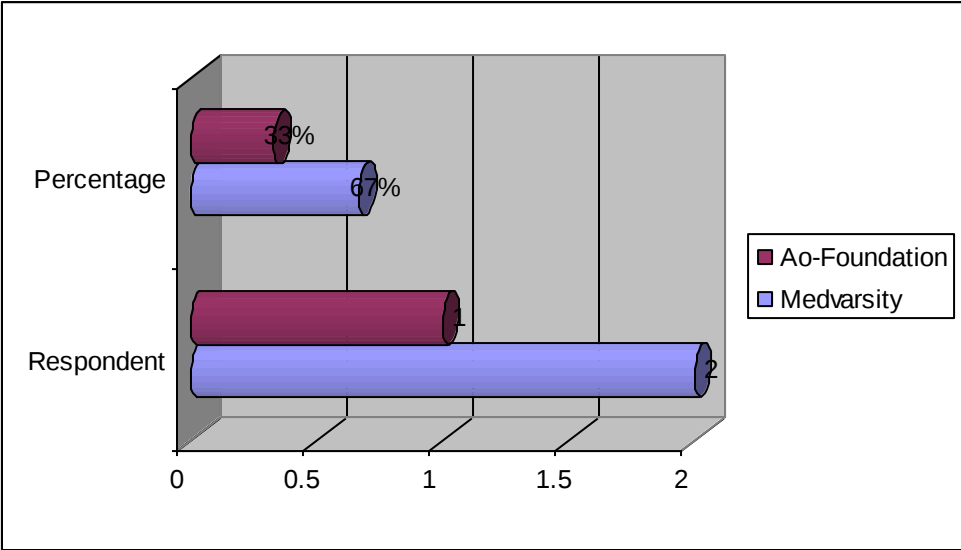


TABLE 7

TABLE SHOWING THE RESPONDENTS AWARENESS ABOUT
MEDVARSITY ONLINE LTD B, LORE.

Category	Respondents	percentage
Yes	17	34%
No	33	66%
Total	50	100%

Analysis:

Out of 50 respondents 66% answered that they do not know the Medvarsity online ltd. And 34% of the respondents know about Medvarsity online ltd.

Inference:

The study reveals that majority of respondents are not aware of Medvarsity online ltd. So the company should spread the awareness Medvarsity online ltd. Bangalore.

GRAPH 7

GRAPH SHOWING THE RESPONDENTS AWARENESS TOWARDS
MEDVARSITY ONLINE LTD.

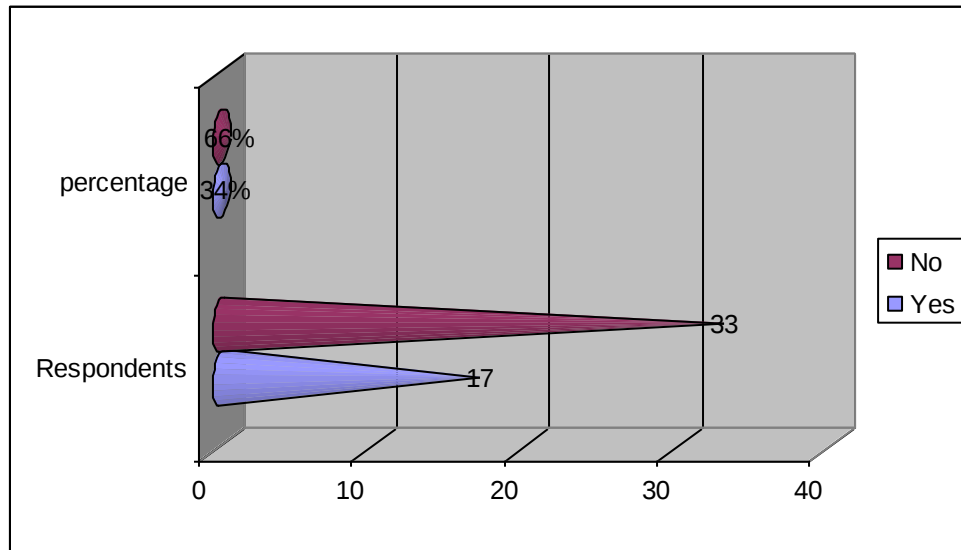


TABLE 8
TABLE SHOWING MEDIA THROUGH WHICH THE RESPONDENTS
COME TO KNOW ABOUT THE MEDVARSITY ONLINE LTD.

Analysis:

Out of

Media	Respondents	Percentage
News paper	5	29%
Magazines	1	6%
Internet	6	35%
Friends	3	18%
Reference	1	6%
Other	1	6%
Total	17	100%

50

respondents, 35% know about institute through internet, 29% through news paper, 18% friends and 6% through magazines, reference and others.

Inference:

The study reveals that internet and news paper are the major media through which the respondents come to know about the institute.

GRAPH 8

GRAPH SHOWING MEDIA THROUGH WHICH THE RESPONDENTS
COME TO KNOW ABOUT MEDVARSITY ONLINE LTD.

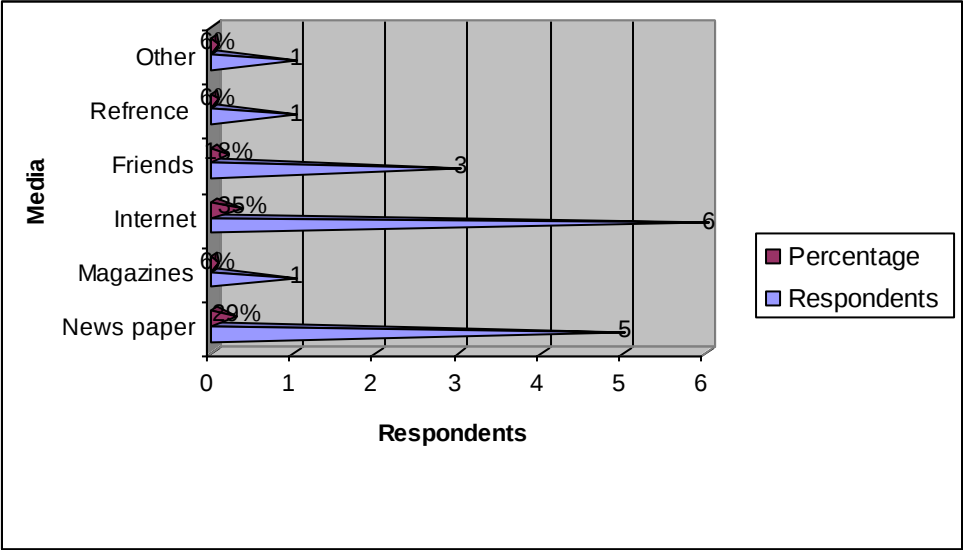


TABLE 9

TABLE SHOWING NUMER OF RESPONDENTS VISITED THE
MEDVARSITY ONLINE LTD.

Category	Respondents	Percentages
Yes	8	16%
No	42	84%
Total	50	100%

Analysis:

Out of 50 respondents 16% have visited the Medvarsity online ltd. And 84% of the respondents are not visited the Medvarsity online ltd.

Inference:

The study reveals that majority of the respondents have not visited Medvarsity online ltd. So the company should conduct promotional program to encourage the students and doctors to join Medvarsity online ltd.

GRAPH SHOWING NUMBER OF RESPONDENTS VISITED THE
MEDVARSITY ONLINE LTD.

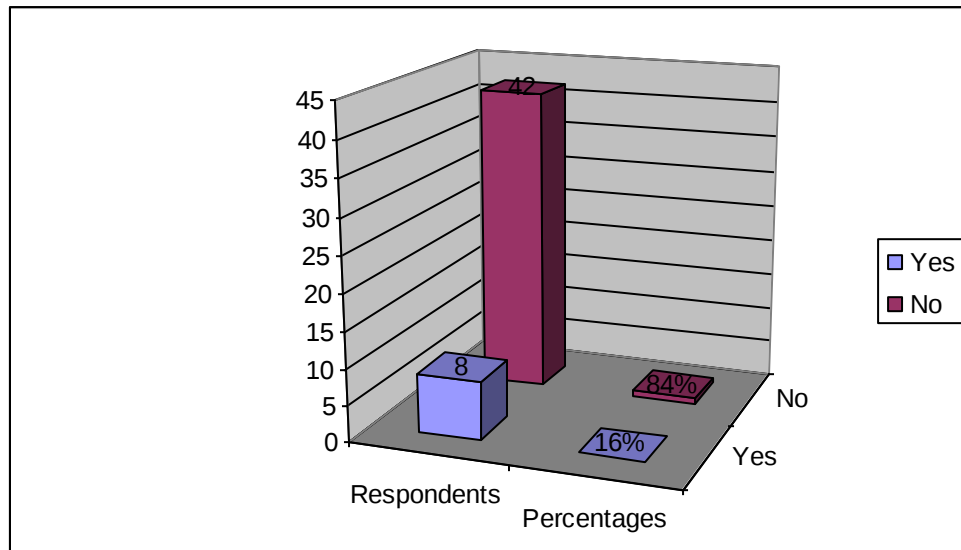


TABLE 10

TABLE SHOWING THE PURPOSE OF THE RESPONDENTS VISIT TO
THE MADVARSITY ONLINE LTD.

Purpose	Respondents	percentage
To course material	2	25%
Inquiry about courses	6	75%
Total	8	100%

Analysis:

Out of 50 respondents 75% respondents purpose of visit is inquiry about courses offer by Medvarsity and 25% for to collect course material.

Inference:

The study reveals that majority of the respondents purpose is to inquiry about courses offered by Medvarsity online ltd.

GRAPH 10

GRAPH SOWING THE PURPOSE OF THE RESPONDENTS VISIT TO
MEDVARSITY ONLINE LTD.

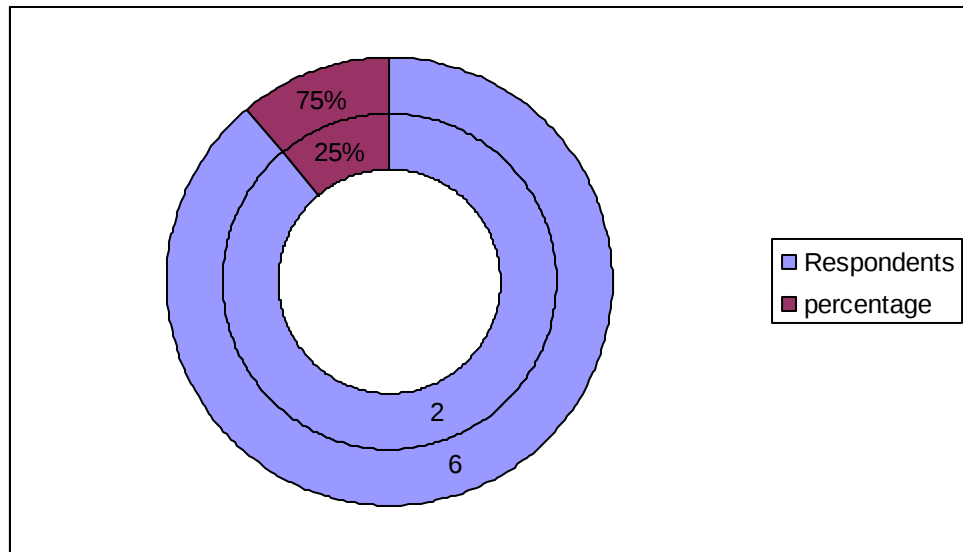


TABLE 11

TABLE SHOWING THE RESPONDENT'S AWARENESS ABOUT THE
COURESE OFFERED BY MEDVARSITY ONLINE LTD.

Category	Respondents	Percentage
Yes	6	12%
No	44	88%
Total	50	100%

Analysis:

Out of 50 respondents 12% are aware of the courses offered by Medvarsity and 88% are not aware of courses of Medvarsity online ltd.

Inference:

The study reveals that majority of the respondents are not aware about the courses offered by Medvarsity online ltd. The company should focus on advertisement to spread the awareness about the course offered by the company.

GRAPH 11

GRAPH SHOWING THE RESPONDENTS ARE THE AWARENESS
ABOUT THE COURSES OFFERED BY THE MEDVARSITY ONLINE
LTD.

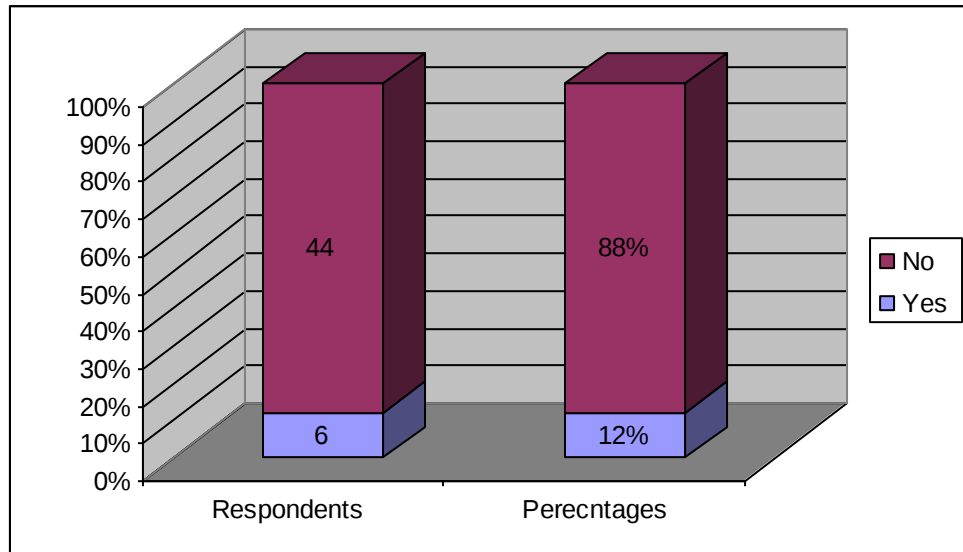


TABLE 12

TABLE SHOWING THE RESPONDENTS INTERESTS ABOUT
DIFFERENT CERTIFIED COURSES.

Courses	Respondents	Percentage
PG diploma in hospital administration.	7	14%
PG diploma in family medicine	4	8%
PG certificate course in pain management	4	8%
certificate course in ECG.	11	22%
certificate course in cardiac emergencies	10	20%
Certificate course in common problem in orthopedics	3	6%
Fellowship in sports science	4	8%
PG certificate courses in accidents and emergencies case	7	14%
Total	50	100%

Analysis:

Out of 50 respondents 22% would be interested in CC in ECG, 20%, CC in CE, 14%, PGD in HA and PG CC in A and EC, 8% PG in FM, PG in Pain management and in fellowship in sports science, 6% in certificate course in common problem in orthopedics.

Inference:

Study reveals that majority of respondents are interesting in certificate course in ECG and certificate course in cardiac emergencies

GRAPH 12

GRAPH SHOWING RESPONDENTS INTRESTED IN DIFFERENT CERTIFIED COURSES.

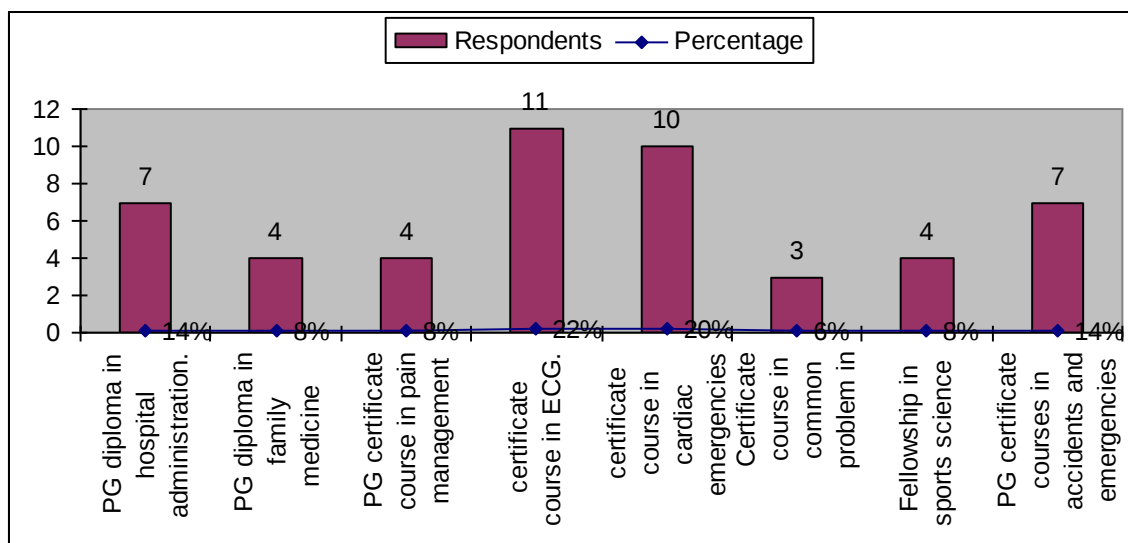


TABLE 13

TABLE SHOWING THE RESPONDENTS CRITERIA FOR SELECTING COURSES WITH MEDVARSITY ONLINE LTD.

Category	Respondents	Percentage
TO BUILD CAREER IN RESPECTIVE FIELD	20	40%
TO WORK IN HOSPITAL	8	16%
TO GAIN OVERSEAS OPPORTUNITIES	13	26%
OTHERS	9	18%
TOTAL	50	100%

Analysis:

Out of 50 respondents 40% have selected the option to build career in respective field, 26% to gain overseas opportunities and 16% have selected to work in hospital.

Inference:

Study reveals that majority of respondents criteria for selected option to build up career in respective field.

GRAPHS 13

GRAPH SHOWING THE RESPONDENTS CRITERIA FOR SELECTING COURSES IN MEDVARSITY ONLINE LTD.

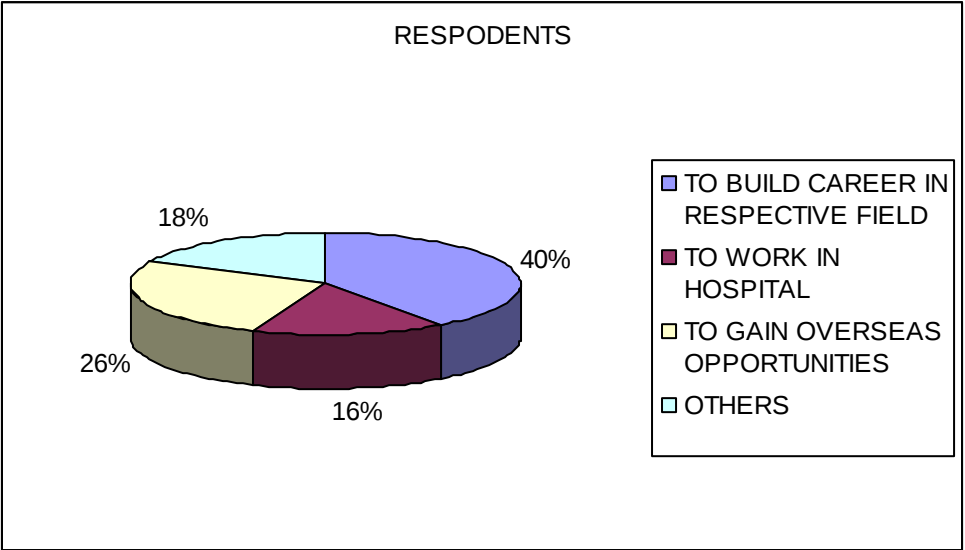


TABLE 14

TABLE SHOWING WHAT RESPONDENTS THINK ABOUT
MEDVARSITY ONLINE LTD.

Category	Respondents	Percentage
College	1	2%
Institute	5	10%
E-learning	24	48%
Correspondence online education	20	40%
TOTAL	50	100%

Analysis:

Out of 50 respondents 48% respondents answered that Medvarsity online is e-learning education and 40% respondents think that it is a correspondent online education.

Inference:

The study reveals that majority of the respondents answered that it is a e-learning education programme.

GRAPH 14

GARPH SHOWING THE WHAT RESPONDENTS THINK ABOUT
MEDVARSITY ONLINE LTD.

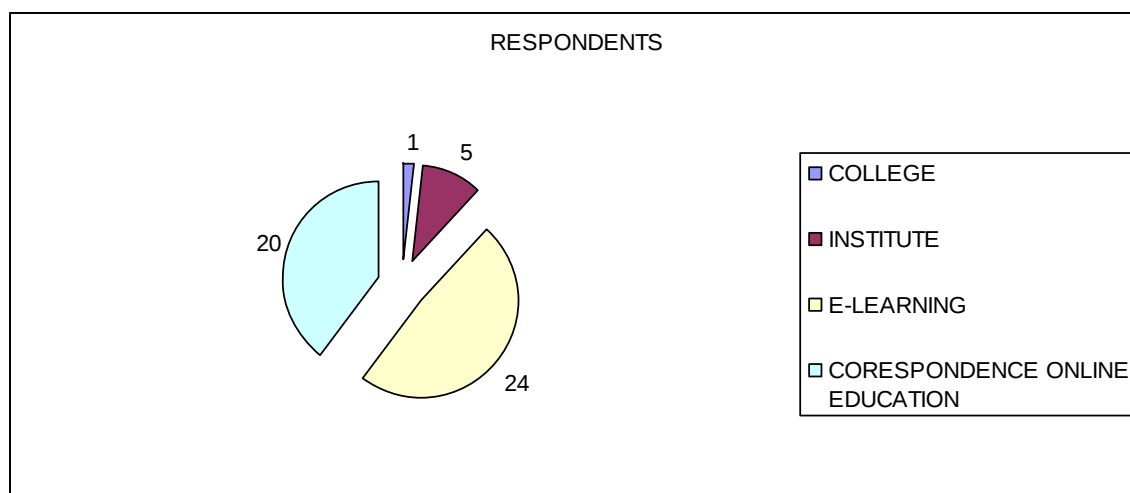


TABLE 15

TABLE SHOWING THE RESPONDENTS EXPECTED FACILITIES
FROM MEDVARSITY ONLINE LTD.

Category	Respondents	Percentage
24 hour lab facility	5	10%
100% placement	15	30%
Practical knowledge	20	40%
Full text delivery for detail study	10	20%
Total	50	100%

Analysis:

Out of 50 respondents 40% of them expected it is for practical knowledge, 30% of them are expecting 100% placements and 20% of them are expecting full tax delivery for detail study and 10% of them expect the 24 hour lab facilities.

Inference:

The study reveals that practical knowledge is the major anticipation expected by the respondents from Medvarsity online ltd.

GRAPH 15

GRAPH SHOWING RESPONDENTS EXPECTED FACILITIES FROM
MEDVARSITY ONLINE LTD.

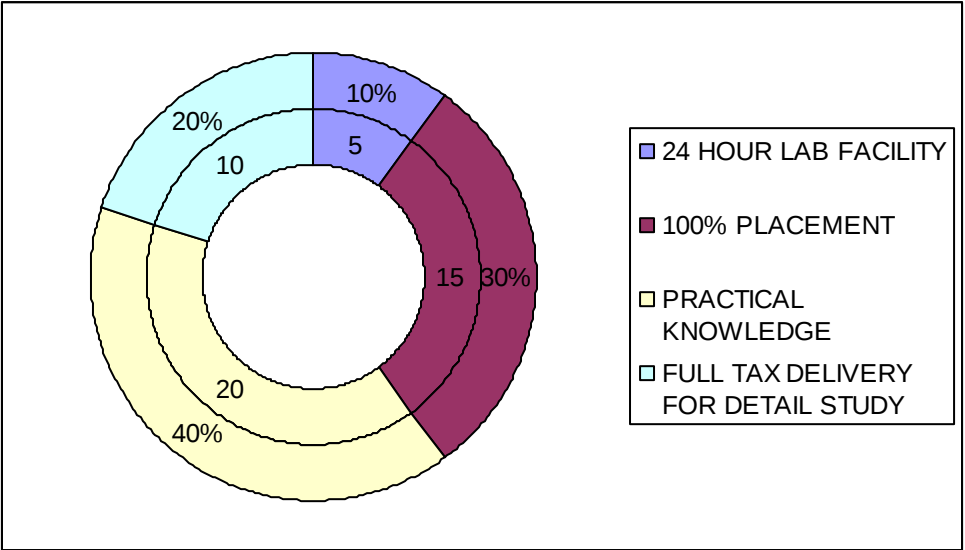


TABLE 16

TABLE SHOWING WHY RSPONDENTS WANT ONLINE
EDUCATION.

Category	respondents	percentage
countinue study with practice	13	26%
learning without effecting job	22	44%
to gain more knowledge	15	30%
Total	50	100%

Analysis:

Out of the 50 respondents 44% respondents want to join learning without effecting job and 30% want to gain more knowledge, and 26% continue study with practice.

Inference:

The study reveals that majority of respondents are want to go for learning without effecting job.

GRAPH 16

GRAPH SHOWING THAT WHY RESPONDENTS WANT ONLINE
EDUCATION.

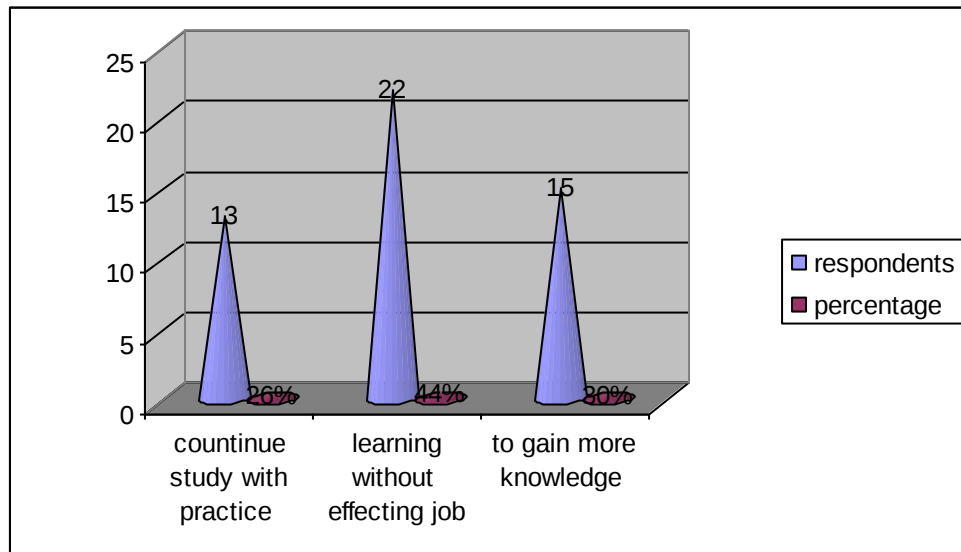


TABLE 17

TABLE SHOWING WISH OF THE RESPONDENTS TOWARDS
JOINING MEDVARSITY ONLINE LTD B,LORE.

Category	Respondents	Percentage
Yes	20	40%
No	30	60%
Total	50	100%

Analysis:

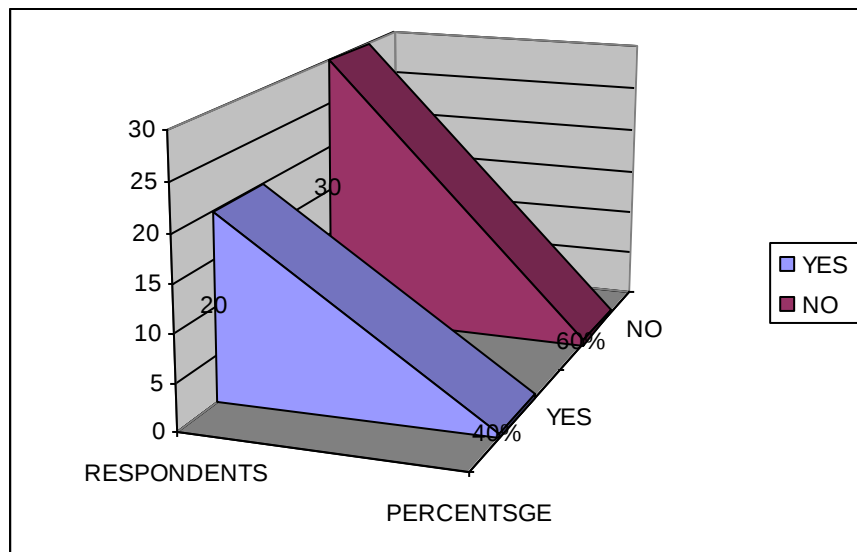
Out of the 50 respondents the 40% wish to join the Medvarsity online ltd B,lore, and 60% of them respondents are not to wish join the Medvarsity online ltd.

Inference:

The study reveals that reasonable percentage of respondents so positive sign of joining the Medvarsity online ltd.

GRAPH 17

GRAPH SHOWING THE WISH OF RESPONDENTS TOWARDS
JOINING THE MEDVARSITY ONLINE LTD B,LORE.



CHAPTER V

SUMMARY OF FINDINGS AND RECOMMENDATIONS

FINDINGS

The chapter gives a summary of the findings of the data analyzed in the previous chapter and on the basis of these findings, appropriate suggestions are given.

This is done with an aim to act as evidence and support the fact emerging from the marketing investigation. They are the guidelines for the management to take its own decision regarding the future course of invent.

The Study Reveals that:

- The majority of the respondents fall in the age categories of 20 to 25 years.
- The majority 52% of the respondents are female.
- The majority of 36% and 34% respondents are from BDS and MBBS. qualifications
- The majority of respondents 60% are aware of e-learning education which provides online
- The majority of 94% respondents have not done medical online courses.
- There are 4% of the respondents have undertook or done courses from Medvarsity online Ltd.
- The majority of 66% are not aware of Medvarsity online Ltd.
- The newspaper 35% and internet 29 % are the major media through the respondents come to know about institute.
- There are 16% respondents are visited the Medvarsity online Ltd.
- There are about 6% respondents are aware of course offered by Medvarsity online Ltd...
- The major criteria for respondents selecting the courses with Medvarsity to build a carrier in respect to field..

- The majority of the respondents 48% think about Medvarsity is a e-learning process institute.
- The major criteria for visiting the respondents are 75% enquiry about online education.

- The practical knowledge is the major anticipation by the respondents from Medvarsity.
- There is reasonable percentage of respondents so positive sign of joining the Medvarsity online limited. Bangalore.

RECOMMENDATIONS

RECOMMENDATION

After analyzing the response received from the respondents , with great care and

thoroughness the following recommendations have been drawn :

1. An awareness campaign should be launched with the objective of spreading awareness among the masses about Medvarsity online Ltd.

2. Its courses and its diversification into other fields , by means of optimal utilization of advertisement and sponsoring events should be launched on a high scale.

3. Present source of information to masses about Medvarsity online Ltd is not up to mark.

4. The company should bring out literature about the business happenings with core details which in turn can create a mass awareness among the public .

5. The company has to adopt a creative and effective communication network .

6. Even though about 16% of respondents have visited the Medvarsity but out of it only few have taken training program, so the institute has to develop proper marketing strategies to attract the customers.

7. The potential of the customers fall under the age group 20-25 years, so company should focus on the customers falling under the age group of 20-25 years.

8. The study shows that the majority of the respondents are Female. Thus the company should launch advertisement campaign to attract the male customers.

9. The study reveals that majority of the respondents are from BDS and from MBBS. qualification. Thus the company should launch courses for BUMS, BAMS and BHMS also.

10. The study reveals that practical knowledge is the major anticipation expected by the respondents from Medvarsity online ltd. So the company should provide good practical knowledge with full text delivery study material.

11. In today's scenario I found that most of the students preferring online medical courses so students prefer which institute have good online facilities and full text delivery for detail study etc , if they select a particular institute which have fulfilled their standards with they have targeted it means that institute should focus on those areas where institute are weak.

CONCLUSION

The study reveals that majority of the respondents are not aware of the Medvarsity Online Ltd. Company and courses offered by the Medvarsity Online Ltd. The study also reveals that the present source of information available to the people is not upto mark. The potential of the customers fall under the age group 20-25 years,so company should focus on the customers falling under the age group of 20-25 years.

Keeping in view of the study, the company should spread awareness about the various courses offered by the Medvarsity Online Ltd.

. In today's scenario I found that most of the students preferring online medical courses so students prefer which institute have good online facilities and full text delivery for detail study etc , if they select a particular institute which have fulfilled their standards with they have targeted it means that institute should focus on those areas where institute are weak

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www.wikepedia.com

ANNEXURE

QUESTIONNAIRE

NAME:.....

OCCUPATION:.....

ADDRESS:.....

PHONE NO:.....

E-MAIL ID:.....

Questionnaire

1. Age

2. Sex

3. Education Qualification:

**4. Are you aware of e-learning education which provides distance
online medical courses?**

Yes ☐ **No** ☐

5. Have you done any online medical courses?

Yes ☐ **No** ☐

6. If yes name the institute?

.....

7. Are you aware of Medvarsity online ltd?

Yes ☐ No ☐

8. How do you know about Medvarsity online ltd Bangalore?

a) Newspaper

b) Magazines

c) Internet

d) Friends

e) Reference

f) Other

9. Have you visited Medvarsity online ltd.?

Yes ☐ No ☐

10. If yes then what was the purpose?

.....
.....

11. Do you know the courses offered by the Medvarsity online ltd.?

Yes ☐ No ☐

12. If yes then name the courses?

.....

.....

13. if no, then would you be interested in the following courses offered by Medvarsity online ltd.?

- ❖ **PG Diploma in hospital administration.**
- ❖ **PD Diploma in family medicine.**
- ❖ **PG Certificate courses time management.**
- ❖ **PG Certificate courses in accident & emergencies.**
- ❖ **Certificate courses in ECG.**
- ❖ **Certificate courses in cardiac emergencies.**
- ❖ **Certificate courses common problem in orthopedics.**
- ❖ **Fellowship in sports science**

14. What are the criteria for you to select courses with Medvarsity online ltd?

- a) To build up career in respective field.**
- b) To work in hospital.**
- c) To gain overseas opportunity.**
- d) Others.**

15. What do you think Medvarsity online ltd is?

- a) College**

b) Institute

c) e-learning

d) Correspondents/online education.

16. What do you expect Medvarsity with reference to the followings?

a) 24 hours lab facility.

b) 100% placements.

c) Practical knowledge.

d) Full text to delivery for detail study.

17. Why do you want online education?

- **To continue study with practice.**
- **Learning without effective job.**
- **To gain more knowledge.**

18. would you like to join Medvarsity online ltd Bangalore?

Yes ☐ **No** ☐

Thanking you.....

