

Rajiv Gandhi University of Health Sciences, Karnataka
VI Semester Bachelors in Hospital Administration Degree Examination - 21-
May-2026

Time: Three Hours

Max. Marks: 80

MARKETING MANAGEMENT IN HEALTH CARE - (RS)

Q.P. CODE: 3250

Your answers should be specific to the questions asked
Draw neat, labeled diagrams wherever necessary

LONG ESSAYS (Answer any Two)

2 x 10 = 20 Marks

1. Explain the various stages in a new product development process
2. Define marketing research. Explain in detail the research process with suitable examples
3. What is segmentation? Explain the bases of segmentation

SHORT ESSAYS (Answer any Eight)

8 x 5 = 40 Marks

4. Short note on product life cycle
5. Various levels of target market
6. Public relations are valuable promotion tools. Justify
7. Recent trends in marketing
8. Roles and objectives of sales promotion
9. 'Packaging is a silent salesman'. Do you agree? Why?
10. Explain the factors influencing pricing policy
11. Explain briefly the traditional and modern concept of marketing
12. Write a note on macro environment
13. Write a short note on virtual marketing

SHORT ANSWERS (Answer any ten)

10 x 2 = 20 Marks

14. Elasticity of price
15. Hospital branding
16. What is niche marketing?
17. Importance of marketing
18. Labelling
19. What is service marketing?
20. What is marketing research?
21. What is E-business?
22. m-marketing
23. Define customer value
24. Types of retailing
25. Market information system
