

Rajiv Gandhi University of Health Sciences, Karnataka
VI Semester Bachelors in Hospital Administration Degree Examination - 06-Jan-2023

Time: Three Hours

Max. Marks: 80 Marks

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. What is service marketing mix? Explain in detail components of service marketing mix with suitable examples
2. What is sales promotion? Explain the different tools used in sales promotion with suitable examples
3. What is marketing? Explain in detail various concepts process of marketing

SHORT ESSAYS (Answer any Eight)

8 x 5 = 40 Marks

4. Write a note on importance of customer relationship management for a hospital
5. What is Segmentation? What are the bases of segmentation?
6. Explain briefly process of consumer buying decisions
7. Explain factors influencing pricing policy
8. Explain new product development process with suitable example from hospital services
9. Explain the classification of products
10. Explain different channels of distribution
11. Explain the various promotional tools used in marketing
12. Differentiate between Micro and Macro Environment
13. Explain different channels of distribution used in marketing

SHORT ANSWERS (Answer any ten)

10 x 2 = 20 Marks

14. Techniques of marketing research
15. What are the different levels of product?
16. What is product line and product mix decisions?
17. What is product attributes?
18. What do you mean by push and pull promotional strategies?
19. How labelling is different from packaging?
20. What is tele marketing?
21. Differentiate between differentiated v/s undifferentiated marketing
22. Basic functions of marketing
23. What is E-business?
24. What is targeting?
25. What is positioning?