

Rajiv Gandhi University of Health Sciences, Karnataka
VI Semester Bachelors in Hospital Administration Degree Examination - 07-
Dec-2023

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. The marketing mix is the major concepts in modern marketing. Justify the statement
2. What is promotion? Explain the promotional method of hospital marketing mix
3. What is marketing environment? Explain the factors affecting marketing environment

SHORT ESSAYS (Answer any Eight)

8 x 5 = 40 Marks

4. Discuss the need for segmenting market
5. Discuss the relevance of using media for advertising
6. Write a short note on positioning
7. Discuss the various stages of product life cycle
8. What is public relation? Discuss the role of PR staff in hospitals
9. Discuss the concept of branding
10. Differentiate sales promotion and public relation
11. What are the factors affecting channels and types of marketing channels?
12. What are the methods of pricing policies and strategies?
13. Explain the types and techniques of organising marketing research

SHORT ANSWERS (Answer any ten)

10 x 2 = 20 Marks

14. What is concept marketing?
15. What is product diversification?
16. What is direct selling?
17. Functions of public relation department
18. What is product addition and deletion?
19. What is concentrated marketing?
20. Importance of marketing
21. What is consumer buying behaviour?
22. Market segmentation
23. Importance of promotion
24. Need for channels of distribution
25. Branches of public relation
