

Rajiv Gandhi University of Health Sciences, Karnataka
VI Semester Bachelors in Hospital Administration Degree Examination - 28-
Nov-2024

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. What is pricing? Explain briefly the pricing strategies
2. Discuss the role and importance of channels of distribution in service marketing
3. Define consumer behaviour. Briefly explain the buying characteristics that influence consumer behaviour

SHORT ESSAYS (Answer any Eight)

8 x 5 = 40 Marks

4. Requisites of marketing research
5. Various factors that contributing to a products decline stage
6. How can we develop effective advertising programmes?
7. Requisites of a sound marketing segmentation
8. Explain personal selling and sales promotion activities for health care services
9. Write a note on importance and types of packaging materials used
10. Write a short note on scope and nature of marketing
11. Write a note on public relation with suitable example from hospital
12. What are the different concepts of marketing?
13. Explain the stages of buying decision process

SHORT ANSWERS (Answer any ten)

10 x 2 = 20 Marks

14. What is virtual marketing?
15. What is customised marketing?
16. What is targeting?
17. What is product mix, length and width?
18. Sales promotion in hospital
19. What is undifferentiated marketing?
20. What is societal marketing concept?
21. What is micro environment?
22. Limitations of marketing research
23. What is digital marketing?
24. Social media in hospital marketing
25. What is relationship marketing?

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