

**Rajiv Gandhi University of Health Sciences, Karnataka**  
**III Semester M.H.A Degree Examination – 27-Oct-2025**

**Time: Three Hours**

**Max. Marks: 100 Marks**

**HOSPITAL ADMINISTRATION**  
**Public Relations and Marketing Management in Health Care**  
**PAPER-II (RS-5)**  
**Q.P. CODE: 8739**

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

**Answer All The Questions**

**10 x 10 = 100 Marks**

1. Explain market segmentation. Describe steps in segmentation and targeting
2. Describe how medical tourism may aid the growth of the Indian Healthcare Business
3. Define health care marketing. Explain challenges of health care marketing. Describe how branding may benefit hospitals in marketing
4. Describe the role of marketing and servicing of health insurance. Explain uniqueness of health insurance market
5. Discuss the components of marketing mix and its significance in health care
6. What is the marketing environment, exactly? Explain why researching the environment is so important?
7. What is the definition of advertising? Describe the goals of advertising
8. What is Public Relations? Explain role of Public Relation Officer in a hospital
9. What role does the pricing decision have in marketing? Make a list of the elements that influence your pricing decision
10. In the hospital sector, distinguish between customer satisfaction and customer delight

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