

# Rajiv Gandhi University of Health Sciences, Karnataka

**VI Semester Bachelors in Hospital Administration Degree Examination - 13-  
Nov-2025**

**Time: Three Hours  
80**

**Max. 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. Describe the bases for market segmentation. Write on the requisites of sound marketing segmentation
2. Explain the Product Life Cycle
3. Explain the functions of Public Relations department

### **SHORT ESSAYS (Answer any Eight)**

**8 x 5 = 40 Marks**

4. Discuss the importance of marketing
5. Write a note on the product mix decisions
6. Explain the factors influencing pricing policy
7. Briefly write on the channel management decision
8. Describe the steps in marketing research
9. Write a note on the evaluation of advertising
10. Describe the marketing intelligence system
11. Write a note on relationship marketing
12. Differentiate between HRM and PR
13. Describe digital marketing and its importance

### **SHORT ANSWERS (Answer any ten)**

**10 x 2 = 20 Marks**

14. What is Niche marketing?
15. Traditional concept of marketing
16. Product labelling
17. What is micro environment?
18. Feature of services marketing
19. Factors influencing cultural buying behaviour
20. Product addition
21. Pricing objectives
22. Need for channels of distribution
23. Types of marketing channels
24. Product positioning
25. What is branding?

\*\*\*\*\*