

Rajiv Gandhi University of Health Sciences, Karnataka
III Semester M.H.A Degree Examination – 06-May-2026

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 the elements that affect customer behaviour in detail and how they differ in services vs products
2. Identify and explain in detail the elements that influence the anticipated quality of hospital patients
3. Define the term "Promotional mix" and consider how it applies to the health care business. Create a promotional mix for a 100-bed corporate hospital as well
4. Explain the "New product development" process in detail
5. Describe the many elements that influence distribution channel design
6. PLC (Product Life Cycle) is a term that refers to the life cycle of a product. For a standardized product, draw and explain a PLC
7. What variable play a role in pricing decisions? Give a detailed explanation
8. With appropriate business examples, explain the "Extended Ps" of the marketing mix
9. What are the requirements for public relations specialists working in the healthcare industry? Describe the role of public relations specialists at the hospital's engagement with the outside world
10. Describe the price strategy for new products
