Rajiv Gandhi University of Health Sciences, Karnataka

III Semester M.H.A Degree Examination – 30-Oct-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. Define marketing. What is the role of marketing in modern organizations

2. Explain market segmentation. Explain different segmentation variables to find the best way to view the market structure.

3. Discuss the components of marketing mix and its significance in healthcare.

4. What are the pricing strategies available to the marketer who wants to introduce a new service in a highly competitive marker?

5. What is marketing research and its dimensions?

6. What is social media marketing? Explain E-marketing strategies.

7. Briefly explain medical tourism.

8. What is Public relations? What are the principles of public relation in hospitals?

9. Patient satisfaction through marketing.

10. Explain consumer buying process with an example.

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