Rajiv Gandhi University of Health Sciences, Karnataka

VI Semester Bachelors in Hospital Administration Degree Examination - 30-Oct-2026

Time: Three Hours **Max. Marks: 80 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. Explain in detail the recent trends in marketing.
2. What is pricing? Explain briefly the pricing strategies and what are the factors influencing it?
3. What is public relation? Explain different roles and functions of public relation officer. Describe the difference between PR & HRM.

SHORT ESSAYS (Answer any Eight) **8 x 5 = 40 Marks**

4. Explain various concepts of marketing.
5. Explain the factors influencing consumer buying behaviour.
6. What is product? Discuss the classification of products.
7. Explain the new product development process.
8. Explain the different types of distribution channels.
9. Explain different components of sales promotional tools used in marketing of healthcare.
10. Explain in detail techniques of organising marketing research.
11. Write a note on marketing environment.
12. Explain briefly concept of market targeting and positioning.
13. Discuss the concept of digital marketing.

SHORT ANSWERS (Answer any ten) **10 x 2 = 20 Marks**

14. What is market information system?
15 What are the stages of product life cycle?
16. What is differentiated marketing?
17. What is the role of liaison in hospital marketing?
18. Application of social media in hospital marketing.
19. Limitations of marketing research.
20. What are the factors affecting distribution channels?
21. What is product differentiation?
22. What are the requisites of sound marketing segmentation?
23. Different stages of buying behaviour.
24. Packaging of products.
25. What are the components of service mix marketing?

*****