

**Rajiv Gandhi University of Health Sciences, Karnataka**  
**VI Semester Bachelors in Hospital Administration Degree Examination - 06-Jun-2024**

**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. What is marketing mix? Explain briefly elements of marketing mix
2. Explain briefly the consumer buying behaviour process and factor influencing buying behaviour
3. Discuss the concept of micro and macro environment

**SHORT ESSAYS (Answer any Eight)**

**8 x 5 = 40 Marks**

4. Explain the concept of branding, packaging and labelling with suitable healthcare examples
5. Write a note on marketing information system
6. Explain the concepts of recent trends in hospital marketing
7. Explain the bases for market segmentation
8. Write a note on marketing intelligence system
9. Explain the different market targeting strategies
10. Explain nature and process of marketing management
11. Explain steps of marketing research with suitable examples from hospital and healthcare
12. Explain the different elements used to promote the hospital and healthcare industry with suitable examples
13. Explain stages of product life cycle

**SHORT ANSWERS (Answer any ten)**

**10 x 2 = 20 Marks**

14. What are the factors affecting channels of distribution?
15. List out the new product development process
16. Differentiate between penetration and skimming pricing strategies
17. What are the differences between HRM and PR?
18. What are the tools used for sales promotion?
19. What is societal marketing concept?
20. What is niche marketing?
21. What is product mix length?
22. What is virtual marketing?
23. What is product differentiation?
24. What is market positioning?
25. What is an advertising copy?

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