

Rajiv Gandhi University of Health Sciences, Karnataka
VI Semester Bachelors in Hospital Administration Degree Examination - 08-
May-2025

Time: Three Hours

Max. Marks: 80

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 market targeting strategies
2. Explain the buying decision process and stages of the buying decision process
3. Write on the application of social media in hospital marketing

SHORT ESSAYS (Answer any Eight)

8 x 5 = 40 Marks

4. Describe the traditional and modern concept of marketing
5. Write a note on virtual marketing
6. Explain the new product development process
7. Briefly describe the pricing objectives
8. Explain the factors affecting distribution channels
9. Write on the nature and importance of promotion
10. Describe the market positioning strategy
11. Explain the role of public relation as liaison with government agencies
12. Describe the marketing research components
13. Write a note on the nature and importance of promotion

SHORT ANSWERS (Answer any ten)

10 x 2 = 20 Marks

14. Trends in macro-environment
15. Factors influencing consumer buying behaviour
16. Product planning
17. Pricing policies
18. Direct selling
19. Tele-marketing
20. Concepts of public relation
21. Product packaging
22. Types of marketing research
23. Product deletion
24. Concepts of digital marketing
25. Place mix decisions
