

Rajiv Gandhi University of Health Sciences, Karnataka
III Semester M.H.A Degree Examination – 28-May-2025

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. Describe the duties and responsibilities of public relations officer in a hospital.
2. Describe the regulatory laws and ethical issues for Medical Tourism in India.
3. Describe the need and significance of product positioning.
4. Explain the tools and importance of sales promotion for a hospital set up.
5. How can current market demand be measured and explain briefly major concepts in demand measurement?
6. Explain the characteristics and importance of a good marketing research.
7. What are the challenges faced in healthcare marketing of hospitals? Identify strategies to overcome.
8. Describe consumer buying and adoption process.
9. Explain the importance and process of service
10. Describe the role and benefits of customer relationship management.
