

**Rajiv Gandhi University of Health Sciences, Karnataka**  
**III Semester M.H.A Degree Examination – 22-Nov-2024**

**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. Differentiate between customer satisfaction and customer delight with respect to hospital industry.
2. What is Product Life Cycle (PLC)? Draw and explain PLC for a standardized product.
3. Enlist and explain the factors that affect the pricing strategies.
4. Describe the ethics and issues of healthcare marketing.
5. What is distribution strategy? Describe the channels of distribution.
6. What are the characteristics of services marketing? Add a note on how the marketing of services are different from the other products.
7. What is marketing? Explain the various orientations of marketing.
8. How does Internal and External Audit, help to understand the market?
9. Hospital is a public service organization. Explain the role of Public Relation officer in the hospital.
10. Elucidate the importance of Customer Relationship Management in the service sector.

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