



Rajiv Gandhi University of Health Sciences, Karnataka

VI semester Bachelors in Hospital Administration Degree Examination – May 2017

Time: Three Hours

Max. Marks: 80 Marks

Marketing Management

Q.P. CODE: 1323

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 pricing? Explain briefly the pricing strategies.
2. What is promotion? Explain the promotional methods of hospital marketing mix.
3. What is segmentation? Explain the bases of segmentation.

SHORT ESSAYS (Answer any Eight)

8 x 5 = 40 Marks

4. What is a channel of distribution? Explain the factors affecting channels.
5. Explain briefly the traditional and modern concept of marketing.
6. Explain Personal selling and sales promotion activities for health care services.
7. What is product life cycle? Describe the stages of product life cycle.
8. Describe some recent trends in marketing.
9. Explain the factors influencing pricing policy.
10. What is differentiated, undifferentiated, concentrate and customized marketing?
11. What is marketing? Explain its importance and functions.
12. Explain briefly the macro and micro factors affecting environment.
13. Write a note on product mix in detail.

SHORT ANSWERS (Answer any ten)

10 x 2 = 20 Marks

14. Advertisement
15. What is marketing research?
16. What is market intelligence system?
17. What is relationship management?
18. Psychological factors influencing buying decision
19. What is packaging and labeling?
20. What is product mix decision?
21. Describe following terms - consumer, market and buying behaviour.
22. What is product addition and deletion?
23. What is positioning?
24. What is E-business?
25. What is tele marketing?

