



Rajiv Gandhi University of Health Sciences, Karnataka

VI semester Bachelors in Hospital Administration Degree Examination – May 2016

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. Define pricing. Briefly explain the objectives, policies and the factors that influence pricings.
2. What is channel of distribution? Explain the functions and steps involved in channel design by a company.
3. Define product. Describe in detail about new product development process with suitable example from hospital.

SHORT ESSAYS (Answer any Eight)

8 x 5 = 40 Marks

4. Write a note on macro environment.
5. Write a note on advertising process.
6. Write a short note on scope and nature of marketing.
7. What are 4P's in marketing?
8. Discuss the various concepts of marketing.
9. Write a short note on public relation with suitable example from hospital.
10. What are the features of effective segmentation?
11. Marketing strategies in different stages of product life cycle
12. Write a short note on virtual marketing.
13. Describe product level with example from hospital and health care.

SHORT ANSWERS (Answer any ten)

10 x 2 = 20 Marks

14. Define service marketing.
15. Functions of marketing
16. What is targeting?
17. What is telemarketing?
18. Elasticity of price
19. What is personal selling?
20. What is market intelligent system?
21. What is product mix length and width?
22. Packaging of products / services
23. Sales promotion in hospital
24. Hospital branding
25. What is niche marketing?
