



Rajiv Gandhi University of Health Sciences, Karnataka

VI semester Bachelors in Hospital Administration Degree Examination – APRIL 2015

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 marketing mix? Explain briefly the elements of hospital marketing mix.
2. What is marketing research? Explain research process with neat diagram.
3. What is marketing environment? Explain the factors affecting marketing environment.

SHORT ESSAYS (Answer any Eight)

8 x 5 = 40 Marks

4. What is segmentation? What are the bases of segmentation?
5. Explain briefly new product development process.
6. Explain the factors influencing buying behaviour.
7. Explain of pricing strategies.
8. Explain the stages of buying decision process.
9. Explain the different types of marketing channels.
10. Write a note on E-business and Tele-marketing.
11. Explain importance of public relation for hospitals.
12. Describe advertising process for hospital marketing.
13. What are different concepts of marketing?

SHORT ANSWERS (Answer any ten)

10 x 2 = 20 Marks

14. What is Marketing Information System?
15. What is "Customized marketing"?
16. What is targeting?
17. What is positioning?
18. What is product mix decision?
19. What is packaging of goods and services?
20. What is branding?
21. What is service marketing?
22. What is retailing?
23. What is virtual marketing?
24. Importance of marketing
25. What is undifferentiated marketing?

