

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
MSc DEGREE EXAMINATION DECEMBER 2024
(Third Semester)

Branch – HOSPITAL ADMINISTRATION
HEALTH CARE SERVICES MARKETING

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	What does the term “healthcare management” refers to? (a) Managing personal health and wellness (b) Managing healthcare facilities and resources (c) Managing healthcare policies and regulations (d) Managing healthcare research and development	K1	CO1
	2	What is healthcare marketing? (a) Promoting unhealthy lifestyle choices (b) Promoting healthcare services to patients (c) Promoting healthcare regulations (d) Promoting healthcare policies	K2	CO1
2	3	Marketers have traditionally classified products on the basis of three characteristics ____ tangibility and use. (a) Availability (b) Affordability (c) Aesthetics (d) Durability	K1	CO2
	4	Which has a fair to very good accuracy for short and long term forecasts? (a) Judgemental technique (b) Prior knowledge (c) Trend line techniques (d) Delphi method	K2	CO2
3	5	The success of healthcare services and diagnostic laboratories depends on their use of (a) Marketing mix (b) Advertising mix (c) Product mix (d) Promotional mix	K1	CO3
	6	The concept of marketing mix was developed by (a) Dr. Philip Kotler (b) Rosser Reeves (c) Christian Gronroos (d) Neil H. Borden	K2	CO3
4	7	Promotion decision involves (a) Interest, Trust, Persuasion (b) Information, Involvement, Attainment (c) Interest, Influence, Acquire (d) Information, Persuasion, Influence	K1	CO4
	8	Portfolio approach to investing is primarily focused on which of the following: (a) Diversification (b) Value protection (c) Return appreciation (d) Risk optimisation	K2	CO4
5	9	In the public relation the interaction of the healthcare marketing agencies is on different levels to communicate the correct information to the right ____. (a) Media (b) Market (c) Management (d) Audiences	K1	CO5
	10	Which social media platform is widely used in PR to share news and updates? (a) Snapchat (b) LinkedIn (c) Tik tok (d) Pinterest	K2	CO5

Cont...

SECTION - B (35 Marks)Answer **ALL** questions**ALL** questions carry **EQUAL** Marks

(5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	What is healthcare marketing important?	K5	CO1
	(OR)			
	11.b.	How is healthcare marketing different from other industries?		
2	12.a.	What is forecasting demand? and state their features.	K4	CO2
	(OR)			
	12.b.	What are the factors of consumer buying behaviour?		
3	13.a.	Classify the marketing service life cycle decisions.	K4	CO3
	(OR)			
	13.b.	What are the pricing objectives in healthcare?		
4	14.a.	State the sales promotion practices in healthcare organization.	K5	CO4
	(OR)			
	14.b.	Briefly explain the competitive positioning strategy.		
5	15.a.	Explain the public relations from healthcare marketing perspective.	K6	CO5
	(OR)			
	15.b.	Write about the health service public relation officer.		

SECTION -C (30 Marks)Answer **ANY THREE** questions**ALL** questions carry **EQUAL** Marks

(3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	What are the key components of a successful healthcare marketing strategy?	K4	CO1
2	17	What is segmentation targeting and positioning in healthcare?	K4	CO2
3	18	Elaborate the marketing approaches to new service development.	K4	CO3
4	19	Give brief explanation on the advertising in the healthcare industry.	K5	CO4
5	20	Explain about the changing roles and responsibilities of health services PRO.	K6	CO5

Z-Z-Z

END