

PSG COLLEGE OF ARTS & SCIENCE (AUTONOMOUS)

MSc DEGREE EXAMINATION DECEMBER 2025
(Third Semester)

Branch – HOSPITAL ADMINISTRATION
HEALTHCARE SERVICES MARKETING

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry **EQUAL** marks

$$(10 \times 1 = 10)$$

Cont...

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

 $(5 \times 7 = 35)$

Question No.	Question	K Level	CO
11.a.	Explain the challenges faced in healthcare marketing. (OR)	K4	CO1
11.b.	Discuss the role of marketing intelligence in healthcare.		
12.a.	Describe the steps involved in market segmentation and targeting. (OR)	K3	CO2
12.b.	Explain the consumer adoption process in healthcare marketing.		
13.a.	Discuss the approaches of new service development. (OR)	K3	CO3
13.b.	Explain various pricing strategies in healthcare marketing.		
14.a.	Explain the role of advertising in healthcare marketing. (OR)	K4	CO4
14.b.	Discuss the importance of social marketing in the healthcare industry.		
15.a.	What are the responsibilities of a Health Service Public Relations Officer (PRO)? (OR)	K5	CO5
15.b.	Describe the key public relations strategies in healthcare.		

SECTION - C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks

 $(3 \times 10 = 30)$

Question No.	Question	K Level	CO
16	Explain the importance of marketing to healthcare organizations and how it impacts hospital performance.	K4	CO1
17	Discuss the different methods of market measurement and forecasting in the healthcare industry.	K4	CO2
18	Explain the marketing mix strategies in healthcare, including product, pricing, place, and promotion decisions.	K4	CO3
19	Discuss various competitive positioning strategies in the healthcare industry and their impact.	K5	CO4
20	Explain the role of public relations in healthcare marketing and how it influences patient perception.	K5	CO5