

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 × 1 = 10)

Question No.	Question	K Level	CO
1	What is the primary importance of marketing in healthcare organizations? a) Increasing patient waiting times b) Enhancing patient satisfaction and hospital profitability c) Reducing hospital staff d) Eliminating advertising expenses	K1	CO1
2	What is a major challenge in healthcare marketing? a) Easy consumer targeting b) High competition and ethical concerns c) Limited technology use d) Simple pricing structure	K2	CO1
3	What is the first step in market segmentation and targeting? a) Consumer adoption b) Identifying market segments c) Implementing price changes d) Conducting employee training	K1	CO2
4	Organizational buyer behavior is influenced by _____ a) Only cost and availability b) A combination of organizational needs and policies c) Personal preferences alone d) Advertising campaigns	K2	CO2
5	The primary objective of pricing decisions in healthcare is _____ a) Maximizing hospital profits b) Balancing affordability and quality service c) Eliminating low-cost services d) Increasing competition	K1	CO3
6	What does the service life cycle decision include? a) Introduction, growth, maturity, and decline phases b) Only launching new services c) Removing unprofitable services d) Customer complaints handling	K2	CO3
7	Which of the following is an effective sales promotion strategy in healthcare? a) Misleading advertisements b) Free health check-up camps c) Hiding service charges d) Increasing service costs	K1	CO4
8	Cognitive, action, behavior, and value changes are part of _____ a) Market segmentation b) Social marketing c) Financial forecasting d) Publicity practices	K2	CO4
9	What is the role of a Health Service Public Relations Officer (PRO)? a) Managing community engagement and hospital image b) Overseeing patient surgeries c) Implementing financial policies d) Organizing only internal events	K1	CO5
10	Which of the following is a public relations tool? a) News releases and public events b) Increasing patient bills c) Reducing hospital infrastructure d) Limiting media interaction	K2	CO5

Cont...

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

(5 × 7 = 35)

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

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

(3 × 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

Z-Z-Z

END