

School of Business

MBA
ETE - Jun 2024

Time : 3 Hours

Marks :100

Sem IV - MBHC6017 - HEALTH CARE MARKETING AND PUBLIC RELATIONS

Your answer should be specific to the question asked

Draw neat labeled diagrams wherever necessary

1. Illustrate the challenges faced by healthcare organizations in practicing marketing. K2 CO1 (4)
2. Illustrate the process of targeting specific customer segments for a healthcare product or service. K2 CO2 (4)
3. Examine the different stages of the service life cycle for healthcare services with suitable examples. K4 CO3 (4)
4. Identify the key skills and competencies required for effective selling of healthcare products and services. Give suitable examples. K4 CO4 (4)
5. Outline the key components of a successful healthcare public relations campaign with appropriate examples. K4 CO5 (4)
6. Analyze the benefits and challenges of using marketing automation software in healthcare marketing. K4 CO1(10)
7. Examine the adoption process for new healthcare products and the factors that influence adoption rates. K4 CO2 (10)
8. Assess the changing role and responsibilities of healthcare service public relations officers (PRO), and explain the skills and competencies required to be successful in this role. K5 CO5(12)
9. Assess the impact of government regulations on healthcare pricing, distribution, and promotion strategies and distinguish the key factors that healthcare organizations must consider to comply with these regulations K5 CO3(16)
10. Appraise the effectiveness of various sales promotion practices used in the healthcare industry, such as coupons, discounts, and loyalty programs, in influencing consumer behavior and driving sales. K5 CO4(16)
11. Appraise the ethical considerations of healthcare public relations, and Evaluate the ethical implications of different communication strategies used in healthcare PR campaigns. K6 CO5(16)