

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 3532

J

Unique Paper Code : **6323470008**

Name of the Paper : **H E A L T H C A R E
MARKETING (DSE-4)**

Name of the Course : **B.Voc. (Healthcare
Management)**

Semester : **VI**

Duration : 3 Hours

Maximum Marks : 90

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt five out of the seven questions.
3. All questions carry equal marks.

1. Define Marketing & its importance in Healthcare?
Explain how the practice of Marketing has evolved over time? Elaborate core concepts of Marketing?
(6x3=18)

2. (a) Write briefly about Marketing Research mentioning steps and the importance of Marketing research?

P.T.O.

- (b) Describe the decision-making process of a patient when choosing healthcare services by analyzing factors influencing consumer behavior?

(9x2=18)

3. Describe the elements of the Marketing mix in a hospital setting. Illustrate the 7Ps of service marketing using a relevant example from healthcare? (18)
4. A mid-sized hospital is known for good patient care but has weak branding. Propose a plan to build a strong healthcare brand identity while maintaining its ethical values. Mention the importance of branding and advertising in healthcare (18)
5. A hospital wants to promote its new telemedicine services online. Design a digital campaign strategy mentioning the implementation of social media, SEO, and email marketing? (18)
6. Write a short note on:
- a. Types of Demand
 - b. Corporate Marketing (9x2= 18)
7. What is competitive analysis? How can it be applied in a hospital setting? Elaborate at least four different methods/frameworks to do Competitive analysis? (3,3,12)