

# School of Business

MBA  
ETE - May 2023

Time : 3 Hours

Marks : 50

## 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. Explain why marketing is important for healthcare organizations with examples. K2 CO1 (2)
2. Outline the key elements of a successful positioning strategy for a healthcare product or service. K2 CO2 (2)
3. Develop a new service concept for a healthcare organization, taking into account the needs of the target market. K4 CO3 (2)
4. Develop a sales promotion plan for a healthcare organization targeting a specific customer segment. K4 CO4 (2)
5. Explain the importance of public relations in the Indian healthcare industry with examples. K4 CO5 (2)
6. Examine the impact of data privacy regulations on marketing intelligence in healthcare. K4 CO1 (5)
7. Distinguish between individual and organizational buying behavior in the healthcare industry. K4 CO2 (5)
8. Evaluate the use of social media as a healthcare public relations tool with suitable examples. K5 CO5 (6)
9. Appraise the promotion strategies used in the healthcare industry and justify their relevance in the current healthcare landscape. K5 CO3 (8)
10. Compare and distinguish the use of traditional sales force methods with digital sales force methods in the healthcare industry, and assess the advantages and disadvantages of each approach. K5 CO4 (8)
11. Evaluate the role of healthcare public relations in crisis management, and compare its impact on organizational reputation to other crisis management approaches. K6 CO5 (8)