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Total No. of Questions: [09]

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B.Sc. Operation Theater Technology (Semester – 5th)
HOSPITAL PRODUCTS, PROMOTION, SALES & PUBLIC RELATIONS (or)
PHYSICIAN'S OFFICE MANAGEMENT
Subject Code: BOTTTS1-503
Paper ID: 20131922

Time: 03 Hours

Maximum Marks: 60

Instruction for candidates:

1. Section A is compulsory. It consists of 10 parts of two marks each.
2. Section B consist of 5 questions of 5 marks each. The student has to attempt any 4 questions out of it.
3. Section C consist of 3 questions of 10 marks each. The student has to attempt any 2 questions.

Section – A

(2 marks each)

Q1. Attempt the following:

- a) Differentiate between service and products.
- b) What is the Role of communication?
- c) What do you mean by Market segmentation?
- d) Differentiate between O.P. and I.P. records.
- e) What is meant by Secretarial practice?
- f) Explain the concepts of Marketing?
- g) Give the characteristics of service marketing
- h) What is meant by Product support service?
- i) What is Annual plan control?
- j) What do you mean by Physician's Office Management Unit?

Section – B

(5 marks each)

- Q2. Write a note on discharge analysis incomplete and completed record control.
- Q3. Explain the Assembling & deficiency checks I.P. record coding & indexing.
- Q4. Elaborate the roles of marketing in business management.
- Q5. Write a note on Evaluating and Controlling Market Performance.
- Q6. Explain in detail about the concept of product life cycle.

Section – C

(10 marks each)

- Q7. Explain in detail about the various factors influencing the buyer behavior.
- Q8. Write in detail about the Inpatient Section Admitting office procedure and Inpatient records?
- Q9. Explain in detail about Marketing Strategies for Hospital.