Roll No…….. **Total No. of Printed Pages: [01]**
Total No. of Questions: [09]

B.Sc. Operation Theater Technology (Semester – 5th)
HOSPITAL PRODUCTS, PROMOTION, SALES & PUBLIC RELATIONS (or)
PHYSICIAN'S OFFICE MANAGEMENT
Subject Code: BOTTS1-503
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.