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Total No. of Printed Pages: [01]

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B.Sc. Operation Theater Technology (Semester – 5th)
HOSPITAL PRODUCTS, PROMOTION, SALES & PUBLIC RELATIONS
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. Explain any two Marketing Role of marketing in Business management
- b. Define and classify the term services
- c. Enlist Marketing Strategies for Hospital and explain any two
- d. Define O.P. records retrieval
- e. Define Product support service
- f. Write characteristics of service marketing
- g. Define Physician's Office Management Unit
- h. Define Secretarial practice
- i. Explain the Role of communication
- j. Define Market segmentation

Section – B

(5 marks each)

- Q2. Explain Inpatient Section Admitting office procedure.
- Q3. Explain the Evaluating and Controlling Market Performance.
- Q4. Elaborate and explain various Factors influencing buyer behavior.
- Q5. Explain the component of Service Marketing Product Planning.
- Q6. Explain the concept of product life cycle.

Section – C

(10 marks each)

- Q7. Write a note on Assembling & deficiency checks I.P. record coding & indexing.
- Q8. Write a note on Managing Differentiation, and Product support service.
- Q9. Explain Marketing Strategies for Hospital.