



AMREF INTERNATIONAL UNIVERSITY
SCHOOL OF PUBLIC HEALTH
DEPARTMENT OF HEALTH SYSTEMS MANAGEMENT AND DEVELOPMENT
BACHELOR OF SCIENCE IN HEALTH SYSTEMS MANAGEMENT AND
DEVELOPMENT
END OF SECOND SEMESTER EXAMINATION MAY-AUGUST 2024

HMD 321: HEALTHCARE MARKETING

Date : Monday 5th August 2024

TIME : Two (2) Hours Start-----End.....

INSTRUCTIONS TO CANDIDATES

- 1) This exam is out of 70 marks
- 2) Section-A is compulsory with a Total of 30 Marks
- 3) Answer any TWO (2) questions in Section B

Read carefully the additional instructions preceding each section.

SECTION A: COMPULSORY (30 MARKS)

1. By defining marketing, highlight its significance in the healthcare industry (4 Marks)
2. List four elements to a successful marketing practice (4 Marks)
3. Highlight five theories underlying marketing decision making (5marks)
4. Outline five objectives of marketing in healthcare (5 Marks)
5. Highlight four marketing strategies applicable in healthcare organizations (4marks)
6. Outline four benefits of customer satisfaction in healthcare industry (4 marks)
7. List four advantages of online marketing (4 marks)

SECTION B: ANSWER ANY TWO (2) QUESTIONS

8.
 - a. Discuss five types of brand names applicable in healthcare marketing (10 marks)
 - b. Discuss five benefits of branding in healthcare (10marks)
9.
 - a. Discuss five types of marketing tools applicable in health care (10 marks)
 - b. Discuss how social marketing practices can be used to enhance demand for health services (10 Marks)
10.
 - a. Discuss the barriers that make firms to enter and exit markets (10 Marks)
 - b. Discuss five patient retention strategies applicable in the health industry (10 marks)