



**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 SEMESTER EXAMINATION SEPTEMBER – DEC 2025**

**HMD 327 HEALTHCARE MARKETING**

**TIME:** Two Hours  
**Date :** December 2025  
**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: Answer ALL Questions**

1. Define the term healthcare marketing. (4 marks)
2. Highlight the significance of marketing in the healthcare industry. (5 Marks)
3. Describe the following terms
  - a) Segmentation. (2 marks)
  - b) Targeting. (2 marks)
  - c) Positioning. (2 marks)
4. Highlight three theories or models underlying marketing. (6 marks)
5. Highlight four marketing strategies applicable in healthcare. (4marks)
6. Outline five benefits of customer satisfaction in healthcare industry. (5 marks)

### **SECTION B: Answer Any 2 Questions**

Q8

- a. Discuss how social marketing practices can be used to enhance demand for health services. (10 Marks)
- b. Discuss five patient retention strategies applicable in the health industry. (10 marks)

Q9

- a. Using relevant examples in healthcare, discuss the effect of brand perceptions on service uptake. (10 marks)
- b. Discuss the key measures of effectiveness in healthcare marketing. (10 marks)

Q10

- a. Outline the key steps in developing an effective healthcare marketing strategy (10 marks)
- b. Discuss five challenges faced in health care marketing. (10 marks)