



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 THIRD TRIMESTER EXAMINATION MAY-AUGUST 2026

HMD 327 HEALTHCARE MARKETING

TIME: Two Hours

Date :

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

INSTRUCTIONS TO CANDIDATES

- 1) This exam is out of 70 marks.
- 2) Answer All Questions in Section A.
- 3) Section A has a Total of 30 Marks.
- 4) Answer any TWO (2) questions in Section B.

Read carefully the additional instructions preceding each section.

SECTION A: Answer ALL Questions

1. In the context of healthcare industry, define the term marketing. (2 Marks)
2. Explain the meaning of the following terms.
 - a) Market segmentation (2 marks)
 - b) Targeting (2 marks)
3. Outline **five** objectives of marketing in healthcare. (5 Marks)
4. List **five** elements of an effective marketing initiative. (5 Marks)
5. Highlight **four** theories underlying marketing decision making in healthcare. (4 marks)
6. Outline **five** factors that an organization considers in deciding to enter a health care market. (5 marks)
7. Outline **five** metrics that can be used to measure marketing effectiveness. (5 marks)

SECTION B: Answer Any 2 Questions

8.
 - b. Discuss **five** social marketing practices that can be used to enhance demand for health services (10 Marks)
 - b. Discuss **five** patient retention strategies applicable in the health industry (10 marks)
9.
 - a. Discuss **five** types of marketing tools applicable in health care (10 marks)
 - a. Discuss **five** benefits of branding in healthcare (10marks)
10.
 - a. Discuss **five** key challenges faced in marketing of health care in Kenya (10 marks)
 - b. Discuss **five** strategies that can be applied to address the challenges highlighted above. (10 marks)