



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 APRIL 2025
HMD 327 HEALTHCARE MARKETING

TIME: Two Hours
Date : 7th April 2025
TIME : Two (2) Hours Start: 4:30 pm End: 6:30 pm

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)

QUESTION ONE

- a) Define the following terms as used in healthcare marketing;
- i) Segmentation. (2 marks)
 - ii) Targeting. (2 marks)
 - iii) Positioning. (2 marks)

- iv) Perceived value. (2 marks)
- b) State four types of health care market segmentation. (4 marks)
- c) Highlight five factors that might influence customer satisfaction in health care organizations. (5 marks)
- d) Enumerate four Health care marketing tools that are commonly used in Kenya. (5 marks)
- e) Outline four considerations that determine how a health organization will enter a new market. (4 marks)
- f) List four strategic marketing issues facing health systems and health providers in Kenya. (4 marks)

QUESTION TWO

- a) Discuss the following theories underlying marketing decisions;
 - i) Consumer Behavior theories. (5 marks)
 - ii) Branding Theories. (5 marks)
- b) Primary health marketing faces several challenges in Kenya that can hinder effective outreach and engagement with patients. Explain five such challenges. (10 marks)

QUESTION THREE

- a) Healthcare marketing involves strategic decisions that significantly impact overall service delivery. Discuss five such marketing decisions. (10 marks)
- b) Resource allocation in healthcare marketing is critical for achieving strategic goals. Analyze five Key considerations involved in making effective resource allocation decisions. (10 marks)

QUESTION FOUR

- a) Explain five strategies that health organizations can apply during Healthcare branding of its products and service. (10 marks)
- b) Service Line Marketing focuses on promoting specific healthcare services within a healthcare organization. Describe five components of this types of marketing. (10 marks)

QUESTION FIVE

- a) Internet marketing is also known as online marketing or digital marketing. Explain five Benefits of Internet Marketing. (10 marks)
- b) Social media platforms have been used to promote healthcare products, services or brands. Describe five such types of platforms in Kenya. (10 marks)

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