



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 2025

HMD 327 HEALTHCARE MARKETING

TIME: Two Hours

Date: 14 AUGUST 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) 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 (5 Marks)
2. Outline five objectives of marketing in healthcare (5 Marks)
3. Highlight five theories underlying marketing decision making in healthcare (5marks)
4. Highlight four marketing strategies applicable in healthcare organizations (4marks)
5. List four elements of an effective marketing initiative (4 Marks)
6. List four health care marketing challenges (4 marks)
7. Outline three metrics that can be used to measure marketing effectiveness (3 marks)

SECTION B: Answer Any 2 Questions

Q8

- a. Discuss five types of marketing tools applicable in health care (10 marks)
- b. Discuss five benefits of branding in healthcare (10marks)

Q9

- a. 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)

Q10

- 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)