18230

BRAINWARE UNIVERSITY

Term End Examination 2025-2026
Programme – MBA(HM)-2025
Course Name – Healthcare Services Marketing and Simulation
Course Code - MHM17404 (T)
(Semester I)

Full Marks : 40 **Time : 2:0 Hours**

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question) 1 x 10=10

1. *Choose the correct alternative from the following :*

(i) Collect cues a patient uses to judge service quality before availing healthcare.
a) Staff uniforms, ambience b) Surgery type
c) Diagnosis codes d) Consent forms

(ii) Apply CRM to which part of the patient experience?
a) Cleanliness b) Queue updates
c) Booking and feedback d) Physical signage

(iii) Name the tool used to measure service quality gaps.
a) SWOT b) SERVQUAL
c) CRM d) DMAIC

(iv) Select the dimension that refers to staff competence and courtesy.
a) Assurance b) Tangibles
c) Empathy d) Speed

(v) Distinguish between service encounter and overall perception.
a) Both refer to entire service b) Encounter is total impression
c) Overall is one moment d) Encounter is a single interaction

(vi) Outline the positioning aims to achieve in the consumer's mind.
a) Loyalty b) Distinction
c) Sales d) Discounts

(vii) Choose the best way to manage brand perception across multiple hospital branches.
a) Rotate staff b) Keep names different
c) Ensure consistent experience d) Advertise more

(viii) Outline the goal of AI-based promotional tools.
a) Reduce HR costs b) Automate surgery
c) Improve diagnostics d) Predict and personalize marketing

(ix) Infer the goal of health influencers on social media.

a) Sell products only
b) Promote hospital HR
c) Drive awareness and trust
d) Generate clinical data

(x) Choose a digital plan to improve patient engagement.

a) Delay responses
b) Stop ads
c) Weekly health tips via app + chatbot replies
d) Disable mobile site

Group-B

(Short Answer Type Questions) 3 x 5=15

2. Express the main use of CRM in digital healthcare. (3)
3. Identify the purpose of providing soft skills training to hospital receptionists. (3)
4. Examine the GAP that is most impacted by frontline staff skipping protocols. (3)
5. Relate the societal marketing concept emphasizes in healthcare. (3)
6. Rate the relevance of green marketing in building hospital brand image. (3)

OR

Interpret a promotional campaign idea for a free health check-up event. (3)

Group-C

(Long Answer Type Questions) 5 x 3=15

7. Name the SERVQUAL dimension that includes "modern equipment" and its importance. (5)
8. Justify the need for using differentiated pricing in hospitals. (5)
9. Simplify that AI chatbots are transforming patient communication. (5)

OR

Differentiate between SEO and SEM in healthcare digital marketing. (5)

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