

HOSPITAL ADMINISTRATION
MARKETING MANAGEMENT IN HEALTHCARE
(Revised Scheme)

Q.P. CODE : 8368

Your answers should be specific to the questions asked.

Draw neat labeled diagrams wherever necessary.

LONG ESSAY**2 X 20 = 40 Marks**

1. What is marketing mix? What would be an optimal mix for a 500-bedded hospital in the heart of a city?
2. What is Medical tourism? Discuss the role of hospitals in promoting medical tourism.

SHORT ESSAY (Answer any six)**6 X 10 = 60 Marks**

3. Components of marketing
4. Packages in healthcare delivery
5. Role of certifying / accrediting bodies in promoting healthcare tourism
6. Patient delight, a must for an administrator – Discuss.
7. Internal marketing team Vs Marketing consultancy
8. Market segmentation
9. How important is market planning?
10. Customer relationship management

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