



[Time: 3 Hours]

[Max. Marks: 100]

**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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