

HOSPITAL ADMINISTRATION
Marketing Management in Healthcare
Q.P. CODE: 8723

Your answers should be specific to the questions asked.
Draw neat, labeled diagrams wherever necessary.

LONG ESSAY**1 X 20 = 20 Marks**

1. "Public Relations play a vital role on Marketing in Healthcare". Comment on it.

SHORT ESSAY (Answer any Seven)**7 X 10 = 70 Marks**

2. Explain the characteristics of a good marketing research.
3. Discuss briefly the significance of product positioning.
4. How can we measure the current Market Demand?
5. "Is branding socially desirable". Comment on it.
6. Briefly discuss about the Regulatory laws and Ethical issues for Medical Tourism.
7. Role of Customer Relationship Management and its benefits
8. What is social marketing? Briefly explain the steps in social marketing in service industry.
9. Discuss the objectives of pricing in a healthcare marketing program.

SHORT ANSWERS (Answer any Five)**05 X 02 = 10 Marks**

10. Define marketing.
11. What is micro marketing?
12. What is target marketing?
13. What is Niche marketing?
14. What is product life cycle?
15. Define Market Skimming.

* * * * *