

**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. Discuss the need for segmenting markets and briefly explain the major variables used to segment consumer markets.

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

2. Discuss various methods of controlling the sales forces in Healthcare Organizations
3. Short on the role of regulatory authority in supervising promotional activities in marketing of services.
4. Briefly explain the elements of insurance marketing. Discuss the characteristics of insurance markets and the distribution channels of selling insurance.
5. Customer Relationship Management and its relevance in healthcare.
6. What are the alternative pricing strategies available to the marketer who wants to introduce a new service in a highly competitive market?
7. Discuss the components of marketing Mix and its significance in healthcare
8. What are the 4 Ps in product marketing?
9. What is sales management? Distinguish between sales management and marketing management.

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

10. What is expectation management?
11. Penetration pricing.
12. Define service marketing.
13. Define customer delight.
14. What is undifferentiated marketing?
15. What is marketing information system?

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