

**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 market planning? Discuss in detail the steps of market planning. What is the use of segmentation for marketing of hospital services.
2. What is marketing mix? Differentiate between product marketing mix and service marketing mix. Explain in detail the various components of hospital marketing mix.

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

3. Public relations
4. Customer relationship management
5. Health insurance and role of TPA
6. Market measurement and forecasting
7. Packaging of services with comprehensive payment
8. Medical tourism
9. Role of advertising in promoting your hospital
10. Public private partnerships

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