



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. Who is a healthcare consumer? Why is marketing of services difficult than marketing of goods? Discuss the marketing strategy to a 200-bedded cardiac hospital.
2. Define the term product mix. Discuss the process of services development. How will branding help in promoting services of a pediatric hospital?

SHORT ESSAY (Answer any six)

6 X 10 = 60 Marks

3. Segmentation, targeting and positioning
4. Patient satisfaction through marketing
5. Sales promotion
6. Internal marketing
7. Third party administrators
8. Medical tourism
9. Role of front-line staff in patient satisfaction
10. Marketing research

* * * * *