



[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. Answer all questions

LONG ESSAY

2 X 20 = 40 Marks

1. Discuss the components of marketing mix in health care. Distinguish between health care and other services as regards to marketing
2. Briefly describe the characteristics of services. Distinguish between goods and services. Explain service quality and delivery with respect to hospitals

SHORT ESSAY (Answer any six)

6 X 10 = 60 Marks

3. Health insurance schemes
4. Marketing planning and control
5. Functions of marketing
6. Market measurement and forecasting
7. Training and development of frontline staff
8. Medical tourism
9. Public private partnership
10. Marketing strategies

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