

Rajiv Gandhi University of Health Sciences

III Semester M.H.A Degree Examination – OCT-2019

[Time: 3 Hours]

[Max. Marks: 100]

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. Explain the concept of 'marketing mix' and illustrate its application in healthcare.

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

2. Discuss briefly the significance of product positioning.
3. What are the factors needed to be considered while selecting a packaging design?
4. Briefly discuss the procedure adopted for price determination in a hospital.
5. Short note on PPP
6. Enumerate the various functions of marketing management.
7. Explain the characteristics of a good marketing research.
8. Role of customer relationship management and its benefits
9. What is social marketing? Briefly explain the steps in social marketing in service industry.

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

10. Define marketing.
11. What is micro marketing?
12. What is Niche marketing?
13. What is product life cycle?
14. Define market skimming.
15. Define customer delight.
