

# 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.

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