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Register Number

Name of the Candidate:

**M.B.A. DEGREE EXAMINATION, May 2015****(HOSPITAL MANAGEMENT)****(SECOND YEAR)****220: MARKETING**

Time: Three hours

Maximum: 100 marks

**I. Answer any TWO of the following: (2×20=40)**

1. Public relations and advertisement are essential for successful marketing hospital service- Discuss.
2. Discuss the different types of promotional techniques that applied in hospital management.
3. Differentiate the sources of advertisement and sponsorships of various agencies in the hospital industry.

**II. Answer any SIX of the following: (6×10=60)**

4. Differential marketing research from management research with special reference to hospital Industry.
5. What is Marketing? How will you apply the marketing principles to the hospital set up to attract patients?
6. "Word of mouth is better than the money spent on advertising for a hospital". Do you agree? Give reasons for your answer.
7. Explain the different stages in concept of hospital life cycle.
8. Evaluate the role of medical camps in the promotion of hospital services.
9. Explain the factors which are responsible for improving the hospital brand.
10. How will you evaluate advertising effectiveness with reference to hospital industry?
11. What are the factors to be considered for opening a new hospital?
12. "ISO applicable to health services" explain the concept.

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