

[LB 1012]

OCTOBER 2012

Sub. Code: 2025

**MBA HOSPITAL AND HEALTH SYSTEM
MANAGEMENT DEGREE EXAMINATION
SECOND YEAR**

PAPER V – SERVICES MARKETING AND CONSUMER BEHAVIOUR

Q.P. Code : 432025

**Time : 3 hours
(180 Min)**

Maximum : 100 marks

Answer ALL questions in the same order.

I. Elaborate on :

**Pages Time Marks
(Max.)(Max.)(Max.)**

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|--|----|----|----|
| 1. Explain the steps in developing an effective media programme. | 17 | 40 | 20 |
| 2. Elaborate on managing customer waiting lines and reservations with suitable examples. | 17 | 40 | 20 |

II. Write Notes on:

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|--|---|----|---|
| 1. State the features of a trauma care center. | 4 | 10 | 6 |
| 2. Explain the use of technology in the service industry. | 4 | 10 | 6 |
| 3. How are promotional materials in print made more effective? | 4 | 10 | 6 |
| 4. What is service recovery? Explain with suitable examples. | 4 | 10 | 6 |
| 5. Distinguish between core services and peripheral services. | 4 | 10 | 6 |
| 6. How does market segmentation for products differ from that of services? | 4 | 10 | 6 |
| 7. What is green marketing? Illustrate. | 4 | 10 | 6 |
| 8. Why is pre-employment medical examination important? | 4 | 10 | 6 |
| 9. How media relations can help in spreading the word of mouth publicity? Enumerate the difference between direct mail and direct marketing. | 4 | 10 | 6 |
| 10. "Pediatrics is a shrinking market, whereas geriatrics is an expanding market". Do you agree with this statement? Justify. | 4 | 10 | 6 |
