

THE TAMIL NADU DR. M.G.R. MEDICAL UNIVERSITY

[AHS 0222]

**FEBRUARY 2022
(OCTOBER 2021 EXAM SESSION)**

Sub. Code: 5026

**MASTER OF HOSPITAL ADMINISTRATION (AHS)
FIRST YEAR (Candidates admitted in 2017-2018 & 2020-2021)
PAPER VI – MARKETING OF HOSPITAL SERVICES**

Q.P. Code : 435026

Time : Three hours

Answer ALL Questions

Maximum : 100 Marks

I. Elaborate on:

(2 x 20 = 40)

1. “Women’s Healthcare became popular for its strong educational and women’s participation in their own healthcare” – Discuss.
2. Select a service industry of your choice or with which you are familiar. How do service principles in that industry distribute their services? Also, develop possible approaches to manage intermediaries.

II. Write notes on:

(10 x 6 = 60)

1. “Product concepts versus Service concept” – Discuss.
2. Discuss on customer engagement through employee engagement.
3. Discuss the functions of guest relations in hospital.
4. What are the significance and marketing tools applicable for promoting High Blood pressure control programme in a multispecialty hospital?
5. What makes patient to select the Hospital?
6. Enlist the various healthcare services that can be offered to the corporate companies and the methods used in marketing and promoting those programmes.
7. Explain the requirements for effective segmentation.
8. “Employees are the first line of public relation” – Discuss.
9. What are the various aspects involved in marketing pediatric services?
10. Explain World Trade Organization (WTO) and its implications.

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[AHS 1022]

OCTOBER 2022

Sub. Code: 5026

**MASTER OF HOSPITAL ADMINISTRATION (AHS)
FIRST YEAR (Candidates admitted in 2017-2018 & 2020-2021)
PAPER VI – MARKETING OF HOSPITAL SERVICES**

Q.P. Code : 435026

Time : Three hours

Answer ALL Questions

Maximum : 100 Marks

I. Elaborate on:

(2 x 20 = 40)

1. As a healthcare administrator discuss the Occupational Health and Safety Measures to be taken in the hospital during the spread of infectious diseases like Coronavirus.
2. Discuss the importance of Marketing Research in Healthcare Industry.

II. Write notes on:

(10 x 6 = 60)

1. Discuss the role and responsibilities of Public Relations Department in Marketing of Healthcare services.
2. Discuss the functions of Public Relations in Healthcare Marketing.
3. “Stronger global trade systems have contributed for better health.”- Justify the statement.
4. Discuss the role of WTO and its implications on healthcare industry.
5. Discuss the factors that contribute in the choice of a hospital by the patients.
6. Discuss the criteria considered by the patients in selecting a hospital.
7. How marketing mix affect the patients’ selection of a hospital?
8. Critically review the service marketing mix of Indian Hospitals.
9. Briefly describe the marketing programme for high blood pressure control.
10. Explain the importance of a clean and hygienic hospital from marketing perspective.

THE TAMIL NADU DR. M.G.R. MEDICAL UNIVERSITY

[AHS 0523]

MAY 2023

Sub. Code: 5026

**MASTER OF HOSPITAL ADMINISTRATION (AHS)
FIRST YEAR (Candidates admitted in 2020-2021)
PAPER VI – MARKETING OF HOSPITAL SERVICES**

Q.P. Code: 435026

Time : Three hours

Answer ALL Questions

Maximum : 100 Marks

I. Elaborate on:

(2 x 20 = 40)

1. Healthcare services are rendered in a better manner by many private hospitals when compared to government hospitals. Study the competitive threats identified in these private hospitals and suggest measures to build competitive advantage.
2. Explain in detail the aspects of marketing mix for healthcare organizations and how it can be applied for their sustainability and growth?

II. Write notes on:

(10 x 6 = 60)

1. Effective communication between staff and patients is important for the success of any healthcare organization. Justify the statement.
2. How marketing helps in the promotion of Non-Profit Organizations?
3. Why marketing approach is necessary for Non-Profit organizations?
4. Explain how mass media, multimedia and other technological innovations help to disseminate useful health information to the public.
5. Patient choice of hospital has implication in the health policy and management. – Comment
6. State the importance of segmentation of patients in healthcare organizations.
7. Discuss the role of government in healthcare sector.
8. Briefly explain the importance and aspects of food service in a hospital from marketing perspective.
9. Explain the aspects of pre-employment examination.
10. Briefly explain marketing of birthing rooms in a hospital.

THE TAMIL NADU DR. M.G.R. MEDICAL UNIVERSITY

[AHS 1023]

OCTOBER 2023

Sub. Code: 5026

**MASTER OF HOSPITAL ADMINISTRATION (AHS)
FIRST YEAR (From 2020-2021 onwards)
PAPER VI – MARKETING OF HOSPITAL SERVICES**

Q.P. Code: 435026

Time : Three hours

Answer ALL Questions

Maximum : 100 Marks

I. Elaborate on:

(2 x 20 = 40)

1. Explain briefly about the Marketing Environment.
2. Discuss the Marketing process in Hospitals.

II. Write notes on:

(10 x 6 = 60)

1. Explain about the Evolution of Marketing concept.
2. Explain the Educational programme for Marketing to the Elderly people.
3. How to apply the marketing principles to Hospitals?
4. Explain the principles of Good Media Relations.
5. Discuss the importance of marketing survey.
6. Write the measures of dealing with competition in Marketing.
7. Distinguish between core and peripheral services.
8. What are the various aspects involved in Marketing Pediatric services?
9. Explain the Scope of Marketing.
10. Explain the concept of Marketing Mix.

THE TAMIL NADU DR. M.G.R. MEDICAL UNIVERSITY

[AHS 0524]

MAY 2024

Sub. Code: 5026

**MASTER OF HOSPITAL ADMINISTRATION (AHS)
FIRST YEAR (From 2020-2021 onwards)
PAPER VI – MARKETING OF HOSPITAL SERVICES**

Q.P. Code: 435026

Time: Three hours

Answer ALL Questions

Maximum: 100 Marks

I. Elaborate on:

(2 x 20 = 40)

1. Explain briefly about the Women's Health care and Maternity Services.
2. Describe the need for Non-profit organizations.

II. Write notes on:

(10 x 6 = 60)

1. What is Relationship Marketing?
2. What are the Controllable and Uncontrollable factors of Marketing Environment?
3. Explain about the Geriatric Services.
4. What is the Importance of Public Relations in Hospitals?
5. Explain about the Global Marketing in the Medical Sector.
6. Explain the importance of Market Survey.
7. Discuss the Relationship between Marketing Orientation and profitability.
8. Explain the Nature of Marketing.
9. What are the changing concepts of Marketing?
10. Explain about the Macro Environment.

THE TAMIL NADU DR. M.G.R. MEDICAL UNIVERSITY

[AHS 1025]

OCTOBER 2025

Sub. Code: 5026

**MASTER OF HOSPITAL ADMINISTRATION (AHS)
FIRST YEAR (Candidates admitted in 2020-2021)
PAPER VI – MARKETING OF HOSPITAL SERVICES**

Q.P. Code: 435026

Time: Three hours

Answer ALL Questions

Maximum: 100 Marks

I. Elaborate on:

(2 x 20 = 40)

1. Explain briefly about the Marketing Segmentation.
2. Discuss the Establishment of Media Relations Policy.

II. Write notes on:

(10 x 6 = 60)

1. Explain about the Concept of Marketing Mix.
2. Explain the Psychiatric Care provided in the hospitals.
3. What are the Functions of Public Relations?
4. Discuss the concept of need, want, value and satisfaction in Marketing Health Services.
5. Explain the consistent pattern of selecting a Hospital.
6. Distinguish between product concept and service concept.
7. What are the Recent Innovations in Modern Marketing?
8. Explain about the Micro Environment.
9. Explain WTO and its implications.
10. Explain the Role of Strategic business units.
