

[LN 1018]

OCTOBER 2018

Sub. Code: 5026

MASTER OF HOSPITAL ADMINISTRATION EXAMS
(Regulations for the candidates admitted from 2017-2018)
FIRST YEAR
PAPER VI – MARKETING OF HOSPITAL SERVICES

Q.P. Code : 435026

Time : Three hours

Maximum : 100 Marks

I. Elaborate on:

(2 x 20 = 40)

1. Discuss the concepts of needs, wants, demands products, value and satisfaction in marketing health services.
2. Explain the significance, market survey, target audience and promotional tool for marketing of paediatric services in hospital.

II. Write notes on:

(10 x 6 = 60)

1. Describe occupational health problems and safety measures.
2. Write a short note on Prevention and wellness programme.
3. Give the meaning of marketing mix.
4. Discuss the role of Strategic business units.
5. Write the measures for dealing with competition in marketing.
6. Developing an effective media relation programme.
7. Discuss the importance of Market Survey.
8. Explain the importance of demographic factors for marketing.
9. Write a note on public relation marketing tools.
10. Suggest the strategies for handling News media during disaster.
