

[LP 1019]

OCTOBER 2019

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. Enumerate targeting and positioning for competitive advantage. What are the requirements for market targeting?
2. “Non-profit organization must formulate tightly knit strategies” – Discuss. How will you improve the efficiency and effectiveness of non-profit organization?

II. Write notes on:

(10 x 6 = 60)

1. Explain the consistent pattern of selecting a hospital.
2. Distinguish between core services and peripheral services.
3. Explain marketing of psychiatric services in hospital.
4. What are the pitfalls of marketing mix framework?
5. How a consumer recognizes the need?
6. What are the various aspects involved in marketing preventive medicine services?
7. What are the factors affecting public relation marketing tools in hospitals?
8. Write about the importance of pre-employment examination programme and the ways to market it.
9. Explain the target segment for rural marketing.
10. Discuss the relationship between marketing orientation and profitability.
