

[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.

[LP 1019]

OCTOBER 2019

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**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.

[LQ 1019]

NOVEMBER 2020
(MAY 2020 EXAM SESSION)

Sub. Code: 5026

MASTER OF HOSPITAL ADMINISTRATION
(New Regulations for the candidates admitted from A-Y 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. “Non-profit Organization must formulate tightly Knit Strategies” – Discuss. How will you improve the Efficiency and Effectiveness of Non-profit Organization?
2. Identify the Key Factors that influence the Long-term Capacity Management decision faced by Service Organization. How can the Queuing systems be matched to Market Segments??

II. Write notes on: (10 x 6 = 60)

1. “Product concepts Versus Service Concept” – Discuss.
2. Explain Relationship Marketing.
3. “Employees are the First Line of Public Relation” – Discuss.
4. What are the Various Aspects involved in Marketing Pediatric Services?
5. Explain World Trade Organization (WTO) and its Implications.
6. Discuss the Functions of Guest Relations in Hospital.
7. What are the Significance and Marketing tools applicable for Promoting High Blood Pressure Control Programme in a multispecialty Hospital?
8. 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.
9. What makes Patient to select the Hospital?
10. Explain the Requirements for Effective Segmentation.

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

[AHS 0321]

MARCH 2021

Sub. Code: 5026

(OCTOBER 2020 EXAM SESSION)

MASTER OF HOSPITAL ADMINISTRATION (AHS)

FIRST YEAR (Admitted in 2017-2018)

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 Market Segmentation and its types.
2. Describe the need for marketing non-profit organizations.

II. Write notes on:

(10 x 6 = 60)

1. How is service recovery affected?
2. Explain the importance of Hospital Guest Relations.
3. When is service deletion necessitated? How will you delete the existing service which affects the patient satisfaction in a Hospital?
4. Explain Strategic Business Unit.
5. What makes patient to select the Hospital?
6. How to promote preventive and wellness programme and what generates instant revenue for the hospital?
7. Explain flower of customer service.
8. What kind of diseases of old age can be prevented? Explain by illustrating the marketing strategies for geriatric services.
9. Explain competition in the global arena.
10. Discuss on customer engagement through employee engagement.

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.
