

**M.H.A. Sem-I (CBCS-2018 COURSE) (Master of Hospital
Administration : WINTER - 2018
SUBJECT: MARKETING MANAGEMENT**

Day: Tuesday
Date: 27/11/2018

W-2018-3747

10.00 A.M.To 12.00 NOON.
Max Marks: 40

N.B.

- 1) Question No. 1 is Compulsory.
 - 2) Draw neat and labelled diagram **WHEREVER** necessary
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Q.1 Long Answer

- a) Explain service marketing mix in Hospitals with relevant examples. (10)
- b) Explain concepts segmentation, targeting and Branding with suitable examples. (10)

Q.2 Write short notes any **FOUR** out of five (20)

- a) Use of Advertising in Hospitals
- b) Marketing channels
- d) Ethics in marketing
- e) Need for public relations in Hospitals.
- f) Holistic marketing and services

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