

**M.H.A. SEM-I (2012 COURSE) (CHOICE BASED CREDIT
SYSTEMS) : WINTER - 2017**

SUBJECT : MARKETING MANAGEMENT

Day : **Saturday**
Date : **25/11/2017**

Time : **10.00 AM TO 01.00 PM**
Max. Marks : 60

W-2017-1028

N. B. :

- 1) Answer **ANY TWO** from **Q. No. 1** to **Q. No. 3**.
 - 2) Answer **ANY TWO** from **Q. No. 5** to **Q. No. 7**.
 - 3) **Q. No. 4** and **Q. No. 8** are **COMPULSORY**.
 - 4) Answers to both the sections should be written in **SEPARATE** answer books.
 - 5) Draw neat and labelled diagram **WHEREVER** necessary.
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SECTION - I

- Q. 1** What is Marketing? Explain its role in healthcare industry. **(07)**
- Q. 2** Write in detail about holistic marketing. **(07)**
- Q. 3** Discuss various steps of pricing. **(07)**
- Q. 4** Write short notes on **ANY FOUR** of the following: **(16)**
- a) Channel Dynamics
 - b) Mark up Pricing
 - c) Marketing and Medical Tourism
 - d) Targeting and Positioning
 - e) Branding

SECTION - II

- Q. 5** Critically comment on ethical Issues in Healthcare Marketing. **(07)**
- Q. 6** Present your assessment of the impact of Public Relations on Hospital Management. **(07)**
- Q. 7** How does the marketing approach change as one move from 'Third Party Administrators' to 'Cash Paying Patients'? **(07)**
- Q. 8** Write short notes on **ANY FOUR** of the following: **(16)**
- a) Family Welfare
 - b) Corporate Identity
 - c) Marketing of Health Services Abroad
 - d) Social Aspects of Marketing
 - e) Co-ordination of Press Relations

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