

MASTER OF HOSPITAL ADMINISTRATION (CBCS-2018 COURSE)
M.H.A.Sem - I : WINTER : 2021
SUBJECT: MARKETING MANAGEMENT

Day : Saturday
Date : 15-01-2022

W-19557-2021

Time : 10:00 AM-12:00 PM
Max. Marks: 40

N.B.

- 1) All questions are **COMPULSORY**.
 - 2) Figures to the **RIGHT** indicate **FULL** marks.
 - 3) Draw neat diagram **WHEREVER** necessary.
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Q.1 Answer the following. **(20)**

- a) Write the basic concept of marketing management and provide in details the qualities of marketing managers.
- b) Define public relationship in healthcare marketing. Why public relationship is important in healthcare marketing? Explain in details.

Q.2 Write short notes on **ANY FOUR** of the following. **(20)**

- a) Service marketing and its type
- b) Marketing environment
- c) Hospital promotion in India
- d) Importance and need of pricing in healthcare
- e) Corporate marketing and its importance

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