

**POST GRADUATE DIPLOMA IN HOSPITAL MANAGEMENT (CBCS-2018 COURSE)**  
**P.G.D.H.M. Sem-I : WINTER : 2021**  
**SUBJECT: MARKETING MANAGEMENT**

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**Day :** Saturday  
**Date :** 15-01-2022

**W-20017-2021**

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

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**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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