

MASTER OF HOSPITAL ADMINISTRATION (CBCS-2018 COURSE)

M.H.A.Sem - I : WINTER- 2022

SUBJECT : MARKETING MANAGEMENT

Day : Wednesday

Time : 10:00 AM-12:00 PM

Date : 14-12-2022

W-19557-2022

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 labelled diagrams **WHEREVER** necessary.
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**Q.1** Write Long Answers:

- a) Explain services marketing mix with a suitable example from hospital. (10)
- b) If your hospital is located in a suburban area, what marketing strategies would you plan as a marketing manager to draw/ attract both urban and rural population? (10)

**Q.2** Write short notes on **ANY FOUR:** (20)

- a) Segmentation, Targeting and Positioning
- b) Marketing environment
- c) Scope of public relations in hospital
- d) Word of mouth marketing
- e) Role of marketing manager

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