

[LB 1012]

OCTOBER 2012

Sub. Code: 2025

**MBA HOSPITAL AND HEALTH SYSTEM
MANAGEMENT DEGREE EXAMINATION
SECOND YEAR**

PAPER V – SERVICES MARKETING AND CONSUMER BEHAVIOUR

Q.P. Code : 432025

**Time : 3 hours
(180 Min)**

Maximum : 100 marks

Answer ALL questions in the same order.

I. Elaborate on :

**Pages Time Marks
(Max.)(Max.)(Max.)**

- | | | | |
|--|----|----|----|
| 1. Explain the steps in developing an effective media programme. | 17 | 40 | 20 |
| 2. Elaborate on managing customer waiting lines and reservations with suitable examples. | 17 | 40 | 20 |

II. Write Notes on:

- | | | | |
|--|---|----|---|
| 1. State the features of a trauma care center. | 4 | 10 | 6 |
| 2. Explain the use of technology in the service industry. | 4 | 10 | 6 |
| 3. How are promotional materials in print made more effective? | 4 | 10 | 6 |
| 4. What is service recovery? Explain with suitable examples. | 4 | 10 | 6 |
| 5. Distinguish between core services and peripheral services. | 4 | 10 | 6 |
| 6. How does market segmentation for products differ from that of services? | 4 | 10 | 6 |
| 7. What is green marketing? Illustrate. | 4 | 10 | 6 |
| 8. Why is pre-employment medical examination important? | 4 | 10 | 6 |
| 9. How media relations can help in spreading the word of mouth publicity? Enumerate the difference between direct mail and direct marketing. | 4 | 10 | 6 |
| 10. "Pediatrics is a shrinking market, whereas geriatrics is an expanding market". Do you agree with this statement? Justify. | 4 | 10 | 6 |

[LC 0413]

APRIL 2013

Sub. Code: 2025

**MBA HOSPITAL AND HEALTH SYSTEM
MANAGEMENT DEGREE EXAMINATION
SECOND YEAR**

PAPER V – SERVICES MARKETING AND CONSUMER BEHAVIOUR

Q.P. Code : 432025

Time : 3 hours

Maximum : 100 marks

I. Elaborate on :

(2x20=40)

1. Explain in detail the marketing process in a hospital.
2. Discuss the model of consumer buyer behaviour in detail.

II. Write notes on :

(10x6=60)

1. Differentiate between goods and services.
2. Explain marketing of psychiatric services in hospitals.
3. Explain the buyer decision process.
4. What are the economic imperatives involved in hospital marketing?
5. Describe the complaint handling system management in a hospital.
6. What are the reasons for which patients select a hospital?
7. Write about market positioning strategies and its importance
8. Flower of service.
9. Customer Pyramid.
10. Concept of 7 Ps in Services Marketing.

[LD 1013]

OCTOBER 2013

Sub. Code: 2025

**MBA HOSPITAL AND HEALTH SYSTEM
MANAGEMENT DEGREE EXAMINATION
SECOND YEAR**

PAPER V – SERVICES MARKETING AND CONSUMER BEHAVIOUR

Q.P. Code : 432025

Time : 3 hours

Maximum : 100 marks

I. Elaborate on :

(2x20=40)

1. Enlist the various health services that can be offered to the corporate companies and the methods used in marketing and promoting these programmes.
2. Define a marketing strategy for a new or existing service. Illustrate with an appropriate example.

II. Write notes on :

(10x6=60)

1. Write about the 7Ps of services marketing.
2. Explain the marketing of geriatric services in hospitals.
3. What are the marketing alternatives for non-profit organizations?
4. What are the promotional tools for marketing healthcare services?
5. What are the marketing strategies for a cardio-pulmonary resuscitation programme?
6. What is relationship marketing? Enumerate the strategies involved in it.
7. Employees are the first line of PR-Discuss
8. Wheel of loyalty.
9. Niche marketing
10. SERVQUAL

[LF 1014]

OCTOBER 2014

Sub.Code :2025

**MBA (HOSPITAL & HEALTH MANAGEMENT) DEGREE EXAMS
SECOND YEAR
(2011-2012 Batch onwards)
PAPER V – SERVICES MARKETING AND CONSUMER BEHAVIOUR**

Q.P. Code: 432025

Time: Three hours

Maximum : 100 Marks

I. Elaborate on:

(2 x 20 = 40)

1. Illustrate with apt examples the management of customer waiting lines and reservations.
2. Elaborate on the techniques used by nonprofit organizations in marketing.

II. Write notes on:

(10 x 6 = 60)

1. How do employees in hospitals promote public Relations?
2. Differences between characteristics of goods and services.
3. Customer Retention strategy.
4. Institutional and Government markets.
5. The importance of pre.employment medical examination.
6. The marketing of geriatric services in hospitals.
7. How to handle news media during disaster?
8. The features of a trauma care centre.
9. Distinguish between core services and peripheral services.
10. Women's health care and maternity services.

[LH 1015]

OCTOBER 2015

Sub. Code: 2025

MBA (HOSPITAL & HEALTH MANAGEMENT)
(from 2011-2012 Batch onwards)
SECOND YEAR
PAPER V– SERVICES MARKETING AND CONSUMER BEHAVIOUR

Q.P. Code : 432025

Time : Three hours

Maximum : 100 marks

I. Elaborate on:

(2 x 20 = 40)

1. Elaborate on internal marketing in healthcare.
2. Enumerate in positioning a service in marketplace.

II. Write notes on:

(10 x 6 = 60)

1. Five Gap theories.
2. Managing customer waiting lines.
3. Business Buyer Behaviour.
4. Characteristics of business markets.
5. Prevention and wellness programme.
6. Executive Examination.
7. Steps in developing effective media programme.
8. What is service recovery?
9. Customer Pyramid.
10. Complaint handling management system in hospital.
