

**THE TAMIL NADU DR. M.G.R. MEDICAL UNIVERSITY**

[AHS 0523]

**MAY 2023**

**Sub. Code: 5026**

**MASTER OF HOSPITAL ADMINISTRATION (AHS)  
FIRST YEAR (Candidates admitted in 2020-2021)  
PAPER VI – MARKETING OF HOSPITAL SERVICES**

*Q.P. Code: 435026*

**Time : Three hours**

**Answer ALL Questions**

**Maximum : 100 Marks**

**I. Elaborate on:**

**(2 x 20 = 40)**

1. Healthcare services are rendered in a better manner by many private hospitals when compared to government hospitals. Study the competitive threats identified in these private hospitals and suggest measures to build competitive advantage.
2. Explain in detail the aspects of marketing mix for healthcare organizations and how it can be applied for their sustainability and growth?

**II. Write notes on:**

**(10 x 6 = 60)**

1. Effective communication between staff and patients is important for the success of any healthcare organization. Justify the statement.
2. How marketing helps in the promotion of Non-Profit Organizations?
3. Why marketing approach is necessary for Non-Profit organizations?
4. Explain how mass media, multimedia and other technological innovations help to disseminate useful health information to the public.
5. Patient choice of hospital has implication in the health policy and management. – Comment
6. State the importance of segmentation of patients in healthcare organizations.
7. Discuss the role of government in healthcare sector.
8. Briefly explain the importance and aspects of food service in a hospital from marketing perspective.
9. Explain the aspects of pre-employment examination.
10. Briefly explain marketing of birthing rooms in a hospital.

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