

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

[AHS 1023]

OCTOBER 2023

Sub. Code: 5026

**MASTER OF HOSPITAL ADMINISTRATION (AHS)
FIRST YEAR (From 2020-2021 onwards)
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. Explain briefly about the Marketing Environment.
2. Discuss the Marketing process in Hospitals.

II. Write notes on:

(10 x 6 = 60)

1. Explain about the Evolution of Marketing concept.
2. Explain the Educational programme for Marketing to the Elderly people.
3. How to apply the marketing principles to Hospitals?
4. Explain the principles of Good Media Relations.
5. Discuss the importance of marketing survey.
6. Write the measures of dealing with competition in Marketing.
7. Distinguish between core and peripheral services.
8. What are the various aspects involved in Marketing Pediatric services?
9. Explain the Scope of Marketing.
10. Explain the concept of Marketing Mix.
