

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

[AHS 0222]

**FEBRUARY 2022  
(OCTOBER 2021 EXAM SESSION)**

**Sub. Code: 5026**

**MASTER OF HOSPITAL ADMINISTRATION (AHS)  
FIRST YEAR (Candidates admitted in 2017-2018 & 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. “Women’s Healthcare became popular for its strong educational and women’s participation in their own healthcare” – Discuss.
2. Select a service industry of your choice or with which you are familiar. How do service principles in that industry distribute their services? Also, develop possible approaches to manage intermediaries.

**II. Write notes on:**

**(10 x 6 = 60)**

1. “Product concepts versus Service concept” – Discuss.
2. Discuss on customer engagement through employee engagement.
3. Discuss the functions of guest relations in hospital.
4. What are the significance and marketing tools applicable for promoting High Blood pressure control programme in a multispecialty hospital?
5. What makes patient to select the Hospital?
6. Enlist the various healthcare services that can be offered to the corporate companies and the methods used in marketing and promoting those programmes.
7. Explain the requirements for effective segmentation.
8. “Employees are the first line of public relation” – Discuss.
9. What are the various aspects involved in marketing pediatric services?
10. Explain World Trade Organization (WTO) and its implications.

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