

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

**[AHS 0321]**

**MARCH 2021**

**Sub. Code: 5026**

**(OCTOBER 2020 EXAM SESSION)**

**MASTER OF HOSPITAL ADMINISTRATION (AHS)**

**FIRST YEAR (Admitted in 2017-2018)**

**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 Market Segmentation and its types.
2. Describe the need for marketing non-profit organizations.

**II. Write notes on:**

**(10 x 6 = 60)**

1. How is service recovery affected?
2. Explain the importance of Hospital Guest Relations.
3. When is service deletion necessitated? How will you delete the existing service which affects the patient satisfaction in a Hospital?
4. Explain Strategic Business Unit.
5. What makes patient to select the Hospital?
6. How to promote preventive and wellness programme and what generates instant revenue for the hospital?
7. Explain flower of customer service.
8. What kind of diseases of old age can be prevented? Explain by illustrating the marketing strategies for geriatric services.
9. Explain competition in the global arena.
10. Discuss on customer engagement through employee engagement.

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