

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MSc DEGREE EXAMINATION DECEMBER 2023
(Third Semester)

Branch – HOSPITAL ADMINISTRATION

HEALTH CARE SERVICES MARKETING

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

- 1 Which is not the elements of 4 P's of Marketing?
(i) Product (ii) Price (iii) Promotion (iv) Policy
- 2 Which is not part of digital marketing?
(i) SEO (ii) SMM (iii) SEM (iv) MLM
- 3 Which one of the following characteristics is not applicable for services?
(i) Intangible (ii) Perishable
(iii) Inseparable from the servicemen (iv) Homogeneous in nature.
- 4 Which is the commonly used communication system in hospital?
(i) PSTN (ii) PBX (iii) EPABX (iv) VPN
- 5 Upcycling and Repurposing of Products Is required during the which stage of product life cycle.
(i) Introduction Stage (ii) Growth Stage
(iii) Maturity Stage (iv) Decline Stage

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

- 6 a Discuss the significance of Marketing for healthcare Organisations.
OR
b What are the advantages and disadvantages of hiring full time marketing employees?
- 7 a Explain Market Segmentation, Targeting and Positioning.
OR
b Why is Consumer Analysis important?
- 8 a Outline the unique characteristics of services.
OR
b Explain the stages in Service Life Cycle.
- 9 a Explain the process of Competitive Positioning of hospitals.
OR
b Justify using social marketing for healthcare services.
- 10 a Compare the cost effective public relations strategies of health care organisations.
OR
b List the roles and responsibilities of public Relations Officers in hospitals.

Cont...

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Elaborate the challenges in healthcare marketing.
OR
b Discuss the organisation structure of Marketing department.
- 12 a Categorise the types of market segmentation.
OR
b Summarise the consumer buying process.
- 13 a Outline any four pricing strategies for services.
OR
b Discuss the role of people element in hospital services.
- 14 a What are the key public opinion factors to be considered while promotion of an healthcare services?
OR
b Enumerate the promotion mix strategies of hospitals.
- 15 a Analyse the marketing strategies adopted by any super specialty hospital in your locality.
OR
b Describe any two mass media for healthcare advertising.

Z-Z-Z

END