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Roll No. ....

**BB-242**

**M. H. A. EXAMINATION, May 2017**

(Second Semester)

(Main & Re-appear)

MHA-104

MARKETING OF HEALTH CARE SERVICES

*Time : 3 Hours]*

*[Maximum Marks : 70*

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Before answering the question-paper candidates should ensure that they have been supplied to correct and complete question-paper. No complaint, in this regard, will be entertained after the examination.

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**Note :** Attempt *Five* questions in all, selecting at least *one* question from each Unit. All questions carry equal marks.

(3-07/3) M-BB-242

**P.T.O.**

### **Unit I**

1. Define service marketing. Discuss its nature and scope by focusing on health care services.

**14**

2. What do you understand by marketing information system ? What is its significance for healthcare services ?

**14**

### **Unit II**

3. How does privatization of hospitals affecting health services as well as patients ? What are the positive and negative impacts of privatization ?

**14**

4. What are rural health services ? How do we market them and what are the challenges faced during rural health service mission ?

**14**

### **Unit III**

5. Define marketing mix. What are the elements of marketing mix for health care services ?

**14**

6. Discuss the steps for launching new service with special emphasis on health care service.

**14**

### **Unit IV**

7. Write short notes on the following :

(a) Marketing Audit **7**

(b) Service Pricing. **7**

8. Discuss the training needs of health personal. How is it significant in changing healthcare industry scanario ?

**14**