

No. of Printed Pages : 03

Roll No.

BB885

M.H.A. EXAMINATION, May 2019

(Second Semester)

(B. Scheme) (Main & Re-appear)

MHA110B

MARKETING OF HEALTHCARE SERVICES

Time : 3 Hours]

[Maximum Marks : 75

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.

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

(3-35/13)M-BB885

P.T.O.

Unit I

1. What are Services ? Explain the unique characteristics and scope of services. **15**
2. Write short notes on the following :
 - (a) Marketing information and research in healthcare **7½**
 - (b) Marketing strategies in healthcare services. **7½**

Unit II

3. In Indian context rural health services are very important. Why ? Explain, how marketing of rural health services can be done effectively ? **15**
4. Explain the following :
 - (a) Marketing and medical ethics **7½**
 - (b) Marketing of rural health services. **7½**

Unit III

5. Elaborate the elements of marketing mix, taking example from healthcare services. **15**

6. If you want to launch a new services in healthcare, what steps you would follow to develop it ? What precautions would you keep in mind while developing this new service concept ? **15**

Unit IV

7. What is Marketing Audit ? Discuss the process and tools of evaluation in health services. **15**
8. Explain the following :
 - (a) Services pricing **7½**
 - (b) Marketing audit and control of health care systems. **7½**