

MBA-179

MSH-17

**M.B.A. DEGREE EXAMINATION –
JUNE 2018.**

Second Semester

Hospital Administration

**HEALTH CARE MARKETING AND PUBLIC
RELATIONS**

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any **THREE** questions.

All questions carry equal marks.

1. Write a short note on the concept of marketing in healthcare.
2. How to forecast demand in healthcare services?
3. What do you mean by target marketing?
4. What do you mean by service mix decision?
5. Mention the roles and responsibilities of health service PRO.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Describe the consumer adoption process.
 7. Explain the role of sales force in healthcare organizations.
 8. Discuss the sales promotion techniques in healthcare organizations.
 9. Explain the various steps in social marketing.
 10. How to measure images and attitude of the relevant public?
 11. Explain the evolution of public relations.
 12. Describe in detail the steps in segmenting and targeting.
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