



## MANIPAL ACADEMY OF HIGHER EDUCATION

SECOND SEMESTER MASTER OF HOSPITAL ADMINISTRATION DEGREE EXAMINATION - SEPTEMBER  
2018

SUBJECT: MHA 508 - MARKETING & CUSTOMER RELATIONS MANAGEMENT  
(2017-2019 BATCH - REPEATERS)

Thursday, September 20, 2018 (14.30 - 16.00)

Answer all questions.

Marks: 50

Duration: 90 mins.

### Long essay questions.

- 1) How can companies attract and retain the right customers and cultivate strong customer relationships in healthcare setting? (10)
- 2) Describe the various gaps that could exist in services quality. (10)

### 3) Short essay questions.

- 3A) Enumerate the steps in purchase procedure that a consumer may adopt for purchase of a product or service. (5)
- 3B) Discuss any two types of pricing for a product or service. (5)
- 3C) How should a company choose the most attractive target markets? (5)
- 3D) Discuss any two factors that influence consumer behaviour while selecting healthcare services. (5)
- 3E) Describe any two types of brand positioning techniques. (5)
- 3F) Why is product design important? (5)

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