



## MANIPAL ACADEMY OF HIGHER EDUCATION

**THIRD SEMESTER MASTER IN HOSPITAL ADMINISTRATION DEGREE EXAMINATION - NOV/DEC 2018**  
**SUBJECT: MHA 625 - MARKETING MANAGEMENT IN HEALTHCARE**  
**(2016-2018 BATCH - REPEATER)**  
**Saturday, December 01, 2018 (10.00 - 13.00)**

**Write neatly and legibly.**  
**Illustrate with flowcharts and diagrams where necessary.**

**Marks: 80**

**Duration: 180 mins.**

**Attempt all of the following questions.**

- 1) Detail the Marketing Mix suited for a healthcare Institution. (15)
- 2) Detail the purchase procedure followed by an organization for purchase of a product or service. (15)

**3. Attempt all of the following questions.**

- 3A) Critically examine the role played by the TPA's in implementing health insurance schemes? (10)
- 3B) Explain Public Relations. How important it is in the current environment? (10)
- 3C) What is customer satisfaction? How can customer satisfaction be measured? (10)
- 3D) Detail the criterion for effective segmentation of the market. (10)
- 3E) What is service Blue Print? How is it useful for the organization? (10)

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