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MBA
(SEM III) THEORY EXAMINATION 2024-25
MARKETING OF SERVICE IN HEALTHCARE

TIME: 3 HRS**M.MARKS: 70****Note:** Attempt all Sections. In case of any missing data; choose suitably.**SECTION A****1. Attempt all questions in brief.****2 x 07 = 14**

Q no.	Question	CO	Level
a.	What do you mean by services?	1	K-1
b.	What is branding?	1	K-1
c.	Define service delivery.	2	K-2
d.	What is service marketing?	2	K-1
e.	List four services that can be used in hospitals.	3	K-2
f.	What is service blue print?	3	K-2
g.	Write two things that are vital for designing program for elderly.	3	K-2

SECTION B**2. Attempt any three of the following:****07 x 3 = 07**

Q no.	Question	CO	Level
a.	What is target market segmentation? Write its strategies.	1	K-2
b.	Discuss the major issues and challenges of service marketing in India.	2	K-2
c.	What are the various ways by which service can be classified? Discuss.	1	K-1
d.	Discuss about goods pricing strategies.	2	K-2
e.	Use a product from the hospitality services industry to explain Facilitating product and Supporting product.	1	K-3

SECTION C**3. Attempt any one part of the following:****07 x 1 = 07**

Q no.	Question	CO	Level
a.	Discuss Marketing process in Hospitals with examples.	2	K-2
b.	Explain System Approach for customer service with examples.	2	K-2

4. Attempt any one part of the following:**07 x 1 = 07**

Q no.	Question	CO	Level
a.	The challenge of Distribution in Large Domestic Markets taking India as an example.	3	K-2
b.	Discuss the distribution system of Services Internationally and explain the challenges associated with the same.	3	K-2

5. Attempt any one part of the following:**07 x 1 = 07**

Q no.	Question	CO	Level
a.	What is a pricing strategy? What are the important criteria defining cost-based pricing strategy?	2	K-1
b.	Describe, in detail the various challenges faced by strategy formulators in the competition based pricing.	3	K-1



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6. Attempt any one part of the following: 07 x 1 = 07

Q no.	Question	CO	Level
a.	Discuss various types of price elasticity with suitable examples and figures.	2	K-1
b.	Describe in detail- service process redesign in case of a maternity hospital.	3	K-3

7. Attempt any one part of the following: 07 x 1 = 07

Q no.	Question	CO	Level
a.	Explain the three stage model of service consumption with examples.	3	K-2
b.	Discuss the major issues and challenges of service marketing in India in health care sectors.	3	K-2

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