



**MBA IV Semester Degree Examination, October - 2023**  
**Healthcare and Hospital Management**  
**(NEP)**

Time : 3 Hours

Maximum Marks : 70

*Note : Answer **any five** of the following questions with Question No. 1 **Compulsory**, each question carries **equal** marks.*

1. Why Healthcare is different from other industries and what are the barriers to healthcare Marketing? **14**
2. Differentiate between Healthcare Services and Other Consumer Services. **14**
3. Explain how to predict the demand for health services and what are the level of care ? **14**
4. Discuss International Healthcare Marketing Strategies. **14**
5. Discuss the trends affecting the future of Healthcare Marketing. **14**
6. Healthcare organizations often have a much wider range of customers than organizations in other industries. Enumerate. **14**
7. Why has consumer engagement become such a concern in healthcare and what is the marketers responsibility in promoting it? **14**
8. Comment on :
  - (a) Healthcare Markets. **5**
  - (b) Marketing Research in Healthcare. **5**
  - (c) Factors influencing Healthcare Demand. **4**

- o o o -

