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Your Roll No -----

III Semester Examination, January 2018

MASTER OF HOSPITAL MANAGEMENT (MHM)

**Marketing & Public Relations Management in Healthcare
(MHM - 305)**

Time: Three Hours

Maximum Marks: 80

(Write your Roll No. on the top immediately on receipt of this question paper)

- No student is allowed to leave the Hall before Two hours.
- Attempt any **FIVE** questions.
- Different parts of a question should be answered in sequence.

1. Write short notes on any TWO of the following:

- a. Press Release
- b. Social Media Marketing
- c. Selling v/s Marketing
- d. Product Life Cycle

2. What are the critical factors that affect pricing policy? Explain different types of pricing strategies.

3. An internet based pharmacy retailer has hired you to design their marketing strategy. What are the top five questions that you would like to ask? Also design a brief marketing mix for this retailer.

4. A well-known hospital in Delhi is facing crisis due to death of two children. Their relatives have alleged that there has been gross negligence even as hospital has charged huge sums for treatment. The incident was widely reported in newspapers and TV, blaming the hospital management.

As a PR Manager, how will you handle the crisis?

5. What is public relations? What are the different PR tools?

6. What is marketing segmentation? What are the essential steps of segmentation process? Explain with examples.

7. Dengue is a major disease affecting people in NCR Delhi. For the Government of Delhi, create an awareness campaign for control of disease.