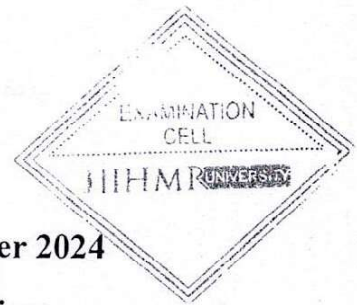


Institute of Health Management Research**MBA Hospital and Health Management****Batch-28th (2023-2025) Hospital Management****Second Year, Term 4 End Term Examination, November 2024****HOM-707 Marketing Management of Hospital Services****Time - 3 Hour****Maximum Marks: 50 (Minimum Marks: 20)****Instructions to students:**

- This question paper contains 2 printed pages.
- Don't write anything on the Question Paper except your Enrolment No.

Part A**(Maximum Marks: 5)****Q1. Choose the most appropriate option for each of the following (1 mark each):**

- (a). The Visible Components of Service Operations in Hospitals for Marketing are
- (i). Service Personnel
 - (ii). Physical Facilities
 - (iii). Equipment
 - (iv). None
- (b). Home Health Care Services can increase quality control by:
- (i). Service Performance Process
 - (ii). Monitor Customer Satisfaction
 - (iii). Making Investment In Good Standardize
 - (iv). All of the above
- (c). Solutions Used to Minimize the Marketing Problems Attributed to Heterogeneity In Delivering the Same Services to Different Patients Includes
- (i). Standardizing Or Customizing the Service
 - (ii). Tangible Cues
 - (iii). Using Multisite Locations
 - (iv). None
- (d). Which is not an element of physical evidence:
- (i). Employee Dress
 - (ii). Employee Training
 - (iii). Equipment
 - (iv). Hospital Facility Design
- (e). It is not accepted as being part of the extended marketing mix for healthcare services:
- (i). Promotion
 - (ii). Place
 - (iii). Product
 - (iv). Practice

Part B**(Maximum Marks: 15)****Answer any two of the following questions (7.5 mark each):**

- Q2. Draw the service quality gap model taking an example of the orthopedic department of a hospital.
- Q3. Design service process blueprint of registration desk of a home healthcare setup for geriatric care
- Q4. Define the service marketing triangle taking a suitable example.
- Q5. Define the segmentation, target, and positioning of the teleconsultation service offered by the hospital.

Part C**(Maximum Marks: 30)****Read the following case and answer any two of the following questions (15 mark each):**

Kochi's Aster DM Healthcare, promoted by Dubai-based Indian healthcare billionaire Dr Azad Moopen, is planning a massive expansion to emerge as one of the leading healthcare providers in India. Aster, with an installed bed capacity of 3,983 across 11 multispecialty hospitals in the country, used the benefit-based "high-quality care" positioning strategy. To strengthen their presence further DM Healthcare to set up a 500-bed hospital along with a 100-seat medical college in dist. East Midnapore, West Bengal. You are hired as a marketing consultant to design the marketing plan for this new hospital with a college in West Bengal.

- Q6. What other positioning can you advise your client to consider? Suggest the steps of market plan with a focus on "community-centered healthcare provider" positing for hospital with college in East Midnapore.
- Q7. Design a suitable digital marketing strategy that would align best with a focus on the hospital with the college.
- Q8. What dimensions of service quality should be studied by the marketing analytics team of the hospital to find the sweet spot and how?
- Q9. Design a teleconsultation service model for this hospital as a new service line for their patients of primary care.

