

HOM 707
Hospital marketing Management
Total Marks 70

- Explain how Health Care a Different Business (10 marks)
- Explain seven different channels of business in Healthcare (10 marks)
- Do you think Digital marketing is more effective than off line marketing if yes explain (10 marks)
- The employees can serve as your company's brand ambassadors. Explain (10 Marks)
- Write a short note on (5 marks each) Total 30 marks
 - Define Marketing? What is marketing management?
 - What is PPC and elaborate on advantages and disadvantages?
 - Short Note on types of needs in marketing
 - Define Digital marketing and what are the advantages of digital marketing.
 - Give an example and elaborate on five types of Customer needs.
 - Elaborate on 5 P's of marketing