

HOM 707  
Hospital marketing Management  
Total Marks 70

- Q1 What are the five key points which makes healthcare different business -5 marks
- Q2 What are the four P's in Healthcare 5 Marks
- Q3 Elaborate on Real and Unstated needs with example from Hospital Industry 5 Marks
- Q4 What is the Objective of Doctor Doctor's Engagement Model 5 Marks
- Q5 List down five key things not covered by TPA's 5 marks
- Q6 List the Five key variables basis of hospital segmentation 5 Marks
- Q 7 What is TPA ? explain in a Flow the chart the process of cash less process in a hospital  
10 Marks
- Q8 What is Digital marketing? In your opinion is it more effective from traditional form of marketing 10 marks
- Q9 What is PPC? List down Advantages and disadvantages 10 Marks
- Q 10 What are the Strategic Levers for Building International Business 10 Marks