

Post Graduate Diploma in Management (Hospital & Health Management)
PGDM – 2021-23 Batch

HOM – 707 – Marketing Management of Hospital Services

Instructions:

- Budget your time as per the marks given for each question and write your answer accordingly
 - Don't write anything on the Question Paper
 - Mobile Phones are not allowed even for computations
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Part – A

1. Short answers

(5x 2 = 10 Marks)

- a) Write the 7P's of Hospital Marketing
- b) Explain three quality indicators of marketing department for any hospital
- c) Name five promotional tools used for targeting corporate patients
- d) Define Medical Tourism
- e) Differentiate between branding and communication

Part – B: Answer any four questions (up to 300 words)

(4 x 10 = 40 Marks)

2. Why Digital Campaigns are important in the present era of Hospital Marketing Management. Illustrate with an example of digital campaign
3. Consider yourself as a Marketing Manager of a 20 bedded hospital located in Mysore. Suggest three ATL and BTL activities to promote Orthopedics specialty.
4. Develop checklist to organize and monitor Eye Check Up Camp in rural area
5. How can marketing impact the patient experience? Elaborate with suitable examples
6. Why is it important to maximize physician engagements with marketing campaigns?

Part – C: Both questions are compulsory

(2x10 Marks = 20 Marks)

7. LAUNCH OF OBSTETRIC AND GYNAECOLOGY HOSPITAL, GURGAON

The Godavari Obstetrics and Gynecology hospital is equipped with state-of-the-art technology to deliver world class Obstetric care and Gynecological services. There are very few centers, which are dedicated for comprehensive treatment of Obstetrics and Gynecology care in Northern India. To meet this genuine requirement, the Godavari Obstetrics and Gynecology hospital has taken the initiative to establish a dedicated "Obstetrics and Gynecology hospital to offer comprehensive treatment of all services under one roof. The doctors are already available, but all are visiting consultants. Neonatology and IVF specialties are also available in the upcoming hospital.

Design Launch plan of the upcoming Obstetrics and Gynecology hospital.

Parameters for launching

- Package Pricing
- Doctors
- International facilitators
- Ladies club
- Public Relation and sales campaign

*Budget is restricted to Rs 5 lacs for entire launch program.

8. MARKET POSITIONING

Janarogya Cancer Hospital is trying to transform its image from a community hospital to a Private Tertiary Care Hospital in New Delhi. The hospital has invested heavily in technology and clinical talent. On the other hand, Rajiv Gandhi Cancer Hospital and Dharamshila Cancer Hospital in New Delhi are perceived as the region's warm and compassionate cancer care hospitals. Competitors have positioned themselves in the market as leaders in technology and innovation.

Kindly design the repositioning campaign for Janarogya Hospital. Objective of the campaign is to place Janarogya Hoapital as one of the leading cancer care hospitals in New Delhi.

Key strengths of the hospital are:

- Team of expertise doctor
- Latest technology
- With a vision to serve community
- Innovative products and services in Cancer care

Target Areas/ Customers for campaign are:

- New Delhi
- States like Rajasthan, Bihar, UP, Haryana and Punjab
- Referral doctors
- CGHS patients
- International patients through facilitators and Medical Tourism