

April - 2018

TYBMS V

S M

Q.P. Code :02184

[Time: 2½ Hours]

[Marks:75]

Please check whether you have got the right question paper.

- N.B:
1. All questions are compulsory Subject to internal Choice
 2. Figures to the right indicate full marks.

- Q.1 Attempt any **two** questions:- 15
(a) Explain the concept of Service Marketing with distinctive characteristics of Services
(b) Explain Service Marketing Triangle.
(c) Explain the impact of service recovery efforts on customer loyalty.
- Q.2 Attempt any **two** questions. 15
(a) Explain the Service Life Cycle Concept. State the characteristics of new Service development systems.
(b) What are the different ways of distributing services? Explain the role played by Franchising.
(c) Explain the importance of People mix and bring out the significance of HRM in Services Marketing.
- Q.3 Attempt any **two** questions. 15
(a) What is Service Quality? What are the five dimensions of quality?
(b) Explain the Gap Model of Service Quality and state the ways to cover each gap
(c) Explain the strategies where demand and capacity cannot be matched.
- Q.4 Attempt any **two** questions. 15
(a) What are the international and global strategies in Services Marketing?
(b) What is the importance of ethics in Services marketing? What are the unethical Practices in Service Sector?
(c) Explain the recent trends in marketing of Healthcare Services.
- Q.5 Case Study. 15

Medical Tourism

Dr. Joshi got to know the figures of people Coming to India on medical visas through a website of daily mail of UK. The figure indicated that medical tourism in India is on rise as in 2013, 56, 129 people came to India on medical visa. In 2014 and 2015 the total number of people visiting on medical visas was 75, 671 and 1, 24, 344 respectively. He decided to start a hospital where tourists can combine holidays with health care

He came to know about Bumrungrad Hospital, Bangkok which has successfully implemented the medical tourism concept.

He visited the hospital and observed that it has a stupendous sky lobby. He was astonished to see Starbucks inside. He went to the mezzanine floor to find a food court there and MC Donalds. He observed a moving escalator taking people to the next floor in the admission area. There was a cashier annex pharmacy. The whole hospital was spacious and comfortable. He noticed a schedule to sky train of station nearby and vans , local shuttle services were available. The Hospital was well planned with clinics on higher floors while lower floors reserved for parking. He was highly impressed

He came to know about a team of well- trained 1200 doctors doing private medical Practices in the space of 12 floors.

Turn over

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He observed that the hospital Values Compassion for patients, community and environment and cost to patients was much lower or one eight that of USA. He decided to bench mark his hospital with Bumrungrad of Bangkok.

Back home he realized that average hospital requires capital infusion of Rs. 40 lakh per bed with high gestation period High cost equipment and shortage of Doctors, Nurses and Health care staff is also an issue.

Questions:

- 1) Discuss the significance of physical evidence in healthcare marketing.
- 2) Discuss the challenges faced by hospitals to keep the medical tourism on rise.
- 3) What are the various factors in your opinion, that will attract more foreign patients to India.