

Reg. No:.....

Second Year MHA Degree Examinations, October 2015

Marketing for Health Care Service and Strategic Management

(2013 Scheme)

Time: 3 Hours

Total Marks: 100

- *Answer all questions. Draw diagrams wherever necessary*
- *Write **section A** and **section B** in **separate answer books(32 Pages)**.
Do not mix up questions from section A and section B.*

QP CODE: **228380** **Section A – Marketing for Health Care Service**

Marks: **50**

Essay: (20)

1. Explain the various methods of pricing that can be adopted by a corporate hospital.

Short essay: (10)

2. Define the term advertising. Explain the significance of appropriate promotion mix in the present competitive environment. Give examples to support your answer.

Short notes: (4x5 =20)

3. Joint venture - merits and de-merits.
4. Channel design
5. Location of hospital services
6. Awareness of medical camps

QP CODE: **229380** **Section B- Strategic Management**

Marks: **50**

Essay: (20)

1. Describe the various external factors affecting healthcare industry

Short essay: (10)

2. What is TOWS analysis. Describe different components of TOWS matrix.

Short notes: (4x5=20)

3. Leadership implementation
4. Patients needs and expectations
5. Organizational change
6. Productivity in hospitals
