

Reg. No:.....

Second Year MHA Degree Supplementary Examinations February 2017

Marketing for Health Care Service and Strategic Management

(2010 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: **208380** **Section A – Marketing for Health Care Service** Marks: **50**

Essay: (20)

1. Describe various marketing tools and methods can be used to promote a hospital.

Short essay: (10)

2. Describe market segmentation and market research.

Short notes: (4x5 =20)

3. Pricing.
4. product life cycle
5. Branding
6. Social responsibility

QP CODE: **209380** **Section B- Strategic Management** Marks: **50**

Essay: (20)

1. Discuss in detail the grand strategies

Short essay: (10)

2. Describe SWOT analysis.

Short notes: (4x5=20)

3. Issues in strategic implementation.
4. Evaluation of strategy.
5. Strategic control.
6. Corporate portfolio analysis.
