

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.
