

Second Year MHA Degree Supplementary Examinations March 2021

Marketing for Health Care Service and Strategic Management

(2013 Scheme)

Time: 3 Hours

Total Marks: 100

- *Answer all questions to the point neatly and legibly • Do not leave any blank pages between answers • Indicate the question number correctly for the answer in the margin space*
- *Answer all parts of a single question together • Leave sufficient space between answers*
- *Draw table/diagrams/flow charts 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. Discuss hospital branding and positioning. Explain the importance of branding and positioning in hospital marketing.

Short essay: (10)

2. Discuss market segmentation.

Short notes: (4x5 =20)

3. Marketing mix.
4. Market information system.
5. Direct marketing.
6. Extension services in hospitals.

QP CODE: 229380 Section B- Strategic Management Marks: 50

Essay: (20)

1. Discuss strategic implementation in detail emphasizing on functional areas.

Short essay: (10)

2. Briefly explain organizational capability factors.

Short notes: (4x5=20)

3. Strategic choice.
4. Use of power and leadership in strategic implementation
5. Turn around strategies.
6. SWOT analysis.