

**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.

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**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.

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