

Reg. No:.....

Second Year MHA Degree Supplementary Examinations March 2023

**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. What is product positioning. Describe positioning strategies and “positioning maps” with suitable examples.

Short essay: (10)

2. Discuss the possible pricing policies for new service of a hospital. What factors will you consider in formulating a pricing strategy

Short notes: (4x5 =20)

3. Factors need to be taken into consideration while selecting a channel.
4. Write a note on Marketing Mix.
5. Steps in marketing segmentation.
6. Characteristics of Service.

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

Essay: (20)

1. How can we conduct Strategy Evaluation. Discuss the steps involved in process of Strategic and operational control.

Short essay: (10)

2. Discuss porter's five force model.

Short notes: (4x5=20)

3. How mission is different from vision
4. Functional strategy
5. Collaborative Partnership
6. Behavioral implementation
