

Reg. No:.....

**Second Year MHA Degree Regular/Supplementary Examinations
October 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. Discuss the types of pricing policies. Briefly explain the procedure adopted for price determination.

Short essay: (10)

2. Explain the characteristics of a good market research.

Short notes: (4x5 =20)

3. "Is branding socially desirable". Comment on it.
4. How can we conduct a Market analysis.
5. Write a note on Social Marketing.
6. Discuss the factors to be considered before introducing a new product.

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

Essay: (20)

1. What is meant by Strategic Implementation. Briefly explain the structural implementation and issues in implementation.

Short essay: (10)

2. Describe Environmental analysis and elaborate the components of an organizational External environment.

Short notes: (4x5=20)

3. Differentiate between corporate strategy and functional strategy.
4. SWOT analysis.
5. Diversification and integration.
6. Leadership Implementation.
