

**Second Year MHA Degree Regular/Supplementary Examinations
October 2024**

**Marketing for Health Care Service and Strategic Management
(2013 and 2016 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. Develop a marketing program for a 200 bed multi-specialty hospital

Short essay: (10)

2. What is the relevance of Customer Relationship Management in healthcare

Short notes: (4x5 =20)

3. Marketing channels
4. Planning and organizing Camps
5. Ethics in marketing research
6. Branding

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

Essay: (20)

1. Explain the various phases of strategy formulation with an illustration

Short essay: (10)

2. Explain Diversification Strategy and its types in detail with examples

Short notes: (4x5=20)

3. Discuss the steps in implementation of strategy
4. What are the characteristics of expansion strategy
5. Differentiate between Strategic and operational control
6. Describe the aspects of Functional implementation
