

Reg. No:.....

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

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: (4×5=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
