

Second Year MHA Degree Supplementary Examinations March 2025

**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. Describe the importance of segmenting markets and briefly explain the major variables used to segment consumer markets

Short essay:

(10)

2. Explain the components of marketing mix and its significance in healthcare

Short notes:

(4x5 =20)

3. What is marketing information system
4. Factors determining prices
5. Social Marketing
6. Factors influencing patient behavior

QP CODE: 229380

Section B- Strategic Management

Marks: 50

Essay:

(20)

1. Discuss the process of strategic evaluation and control in detail

Short essay:

(10)

2. Discuss the porter's five force model of industry analysis with suitable illustration

Short notes:

(4x5=20)

3. Differentiate between horizontal and vertical growth strategy
4. Differentiate between strategy formulation and its implementation
5. Explain TOWS and its implications for strategic decision making
6. Management audit
