

Reg. No:.....

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

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
