

Reg. No:.....

**Second Year MHA Degree Examinations, December 2012**

**Marketing for Health Care Service and Strategic Management**

**Time: 3 Hours**

**Total Marks: 100**

- *Answer all questions. Draw diagrams wherever necessary*
- *Write section A and section B in separate answer books. Do not mix up questions from section A and section B.*

**QP CODE: 208380      Section A- Marketing for Health Care Service      Marks: 50**

**Essay: (20)**

1. Explain the concept of 'Product life cycle' with help of a neat flow diagram of a PLC for healthcare product. Mention any two methods of avoiding its failure and success.

**Short essay: (10)**

2. Define the term marketing mix. Explain the significance of appropriate marketing mix in the present competitive environment. Site examples to support your answer.

**Short notes: (4x5 =20)**

3. Cluster analysis in marketing research.
4. Type of advertising.
5. Follow-up strategies in conducting a medical camp.
6. Social marketing.

**QP CODE: 209380      Section B- Strategic Management      Marks: 50**

**Essay: (20)**

1. Define diversification of business. Explain in detail the term corporate portfolio analysis and strategy with its characteristics.

**Short essay: (10)**

2. Discuss various elements of macroenvironment.

**Short notes: (4x5=20)**

3. Different steps involved in developing research and development strategy in educational institution.
4. Joint venture - Its merits and de-merits.
5. Critically explain BCG matrix.
6. Disinvestment - advantages and disadvantages.

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