

Reg. No:.....

Second Year MHA Degree Examinations, October 2013

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. Determine the basic variables of market segmentation in healthcare sector. What specific challenges exist in market segmentation of healthcare services.

Short essay: (10)

2. Explain how “Service Delivery Quality” can be improved in hospital by using information technology. Illustrate with examples.

Short notes: (4x5 =20)

3. Techniques of determining promotion budget.
4. Scope of marketing research in healthcare.
5. New product development.
6. Factors influencing design of distribution channels.

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

Essay: (20)

1. Describe in detail SWOT analysis. What is its significance in organizations.

Short essay: (10)

2. Explain briefly the term strategic business units (SBUs). What are the factors influencing the successful operations of SBUs.

Short notes: (4x5=20)

3. Describe two main styles of strategic leadership.
4. Advantages and disadvantages of mergers & acquisitions.
5. Corporate social responsibility.
6. Briefly describe the role of board of directors in strategic management.
