

Reg. No:.....

Second Year MHA Degree Supplementary Examinations, February 2014

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. State and explain the various methods of pricing. Enumerate the various factors to be considered while selecting the pricing policy.

Short essay:

(10)

2. Explain the utility of direct marketing, on-line marketing and e-marketing as promotional tools in hospitals by giving suitable examples.

Short notes:

(4x5 =20)

3. Implications of services marketing triangle.
4. Extended P's in marketing.
5. Explain Product Life Cycle
6. Role and importance of physical distribution in consumer products.

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

Marks: **50**

Essay:

(20)

1. Explain in detail different Grand Strategies by giving suitable examples from Health sector

Short essay:

(10)

2. What do you understand by TOWS analysis. Discuss different components of TOWS matrix.

Short notes:

(4x5=20)

3. Decision support system and its importance in strategy evaluation.
4. Turnaround strategy with an industry example.
5. Competitor analysis.
6. Distinguish between mission and vision, objectives and goals.
