Reg. No: Second Year MHA Degree Examinations, October 2014 Marketing for Health Care Service and Strategic Management			
Tir	Time: 3 Hours • Answer all questions. Draw diagrams 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.		
QF	P CODE: 208380 Section A – Marketing for Health Care Service Mark	s: 50	
Es	Essay: (20)		
1.	. Define the term marketing mix. Describe the components of marketing mix. What are the steps involved in developing a competitive marketing strategy		
Short essay: (10)			
2.	Discuss the opportunities and challenges in the marketing environment for hold administrators	ospital	
Short notes: (4x5 =20)			
3.	Medical camps		
4.	Customer satisfaction and delight.		
5.	Social responsibility		
6.	Market segmentation		
QF	P CODE: 209380 Section B- Strategic Management Mark	s: 50	
Es	ssay:	(20)	
1.	Discuss in detail the strategic management process		
Sh	Short essay: (10)		
2.	Describe strategic and operational control		
Sh	Short notes: (4x5=20)		

3. Portfolio analysis.

4. Balanced scorecard approach

- 5. Porter 's five forces model
- 6. Defensive strategies followed by companies to define their position in market place.
