S	Reg. No: Second Year MHA Degree Supplementary Examinations, February		
Tir	Marketing for Health Care Service and Strategic Management Time: 3 Hours Total Marks: 100		
	<ul> <li>Answer all questions. Draw diagrams wherever necessary</li> <li>Write section A and section B in separate answer books(32 Pages)</li> <li>Do not mix up questions from section A and section B.</li> </ul>	) .	
QF	P CODE: 208380 Section A – Marketing for Health Care Service Ma	arks: <b>50</b>	
Es	ssay:	(20)	
1.	Discuss the term marketing of services. What are the salient features of service marketing of goods and services.	arketing.	
Sh	hort essay:	(10)	
2.	What is product mix. Discuss the strategies for different stages of product life cycle.		
Sh	hort notes: (4x	5 =20)	
3.	Community health programs		
4.	Factors influencing patient behavior		
5.	Market decision support systems		
6.	Publicity		
QF	P CODE: <b>209380</b> Section B- Strategic Management Ma	ırks: <b>50</b>	
Es	ssay:	(20)	
1.	Discuss industry competitor analysis in detail		
Sh	hort essay:	(10)	
2.	Why do corporate diversify. Examine the merits and demerits of diversification		
Sh	hort notes: (4)	x5=20)	
3.	Explain GE's 9 cell matrix.		
4.	External environmental factors that affect the organization		
5.	Bench marking		
6.	Cost leadership and differentiation strategy		
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