

Reg. No:.....

Second Year MHA Degree Supplementary Examinations, October 2015

Marketing for Health Care Service and Strategic Management

(2010 Scheme)

Time: 3 Hours

Total Marks: 100

- *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.

QP CODE: **208380**

Section A – Marketing for Health Care Service

Marks: **50**

Essay:

(20)

1. What are the factors affecting pricing. Add a note on the pricing procedure and different types of pricing.

Short essay:

(10)

2. Discuss the applications of marketing in health care. Distinguish between health care and other services as regards to marketing

Short notes:

(4x5 =20)

3. Advertising of health care services
4. Project planning
5. Market information system
6. Ethical marketing practices

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Section B- Strategic Management

Marks: **50**

Essay:

(20)

1. Discuss about internal corporate analysis in detail.

Short essay:

(10)

2. Explain the grand strategies adopted by organisations.

Short notes:

(4x5=20)

3. Relation between strategy and structure
4. When does differentiation strategy work best and what are its pitfalls
5. Strategic planning
6. Leadership in strategy implementation
