

**Second Year MHA Degree Supplementary Examinations, February 2016**

**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 is market segmentation. Why we have to segment the market. Explain various types of segmentation

**Short essay:** (10)

2. What is pricing. Explain different types of pricing.

**Short notes:** (4x5 =20)

3. Product lifecycle.
4. Branding and positioning.
5. Market information system.
6. Marketing mix.

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

**Essay:** (20)

1. Discuss the role of environmental analysis in strategic planning. Describe the process of environmental analysis.

**Short essay:** (10)

2. Briefly explain about the grand strategies to be adopted by an organization in strategic planning.

**Short notes:** (4x5=20)

3. Role of leadership in strategic implementation.
4. Corporate portfolio analysis.
5. Management of organizational change in strategic management.
6. Strategic evaluation