

Second Year MHA Degree Supplementary Examinations, February 2016

Marketing for Health Care Service and Strategic Management

(2013 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: **228380** **Section A – Marketing for Health Care Service** Marks: **50**

Essay: (20)

1. Explain 'product life cycle' with the help of a neat flow diagram of a PLC for healthcare product. Give suggestions for the success of the same product in different stages.

Short essay: (10)

2. Identify and explain the opportunities and challenges faced by the hospital administrators of a charitable hospital.

Short notes: (4x5 =20)

3. STP for healthcare services
4. Ethics in marketing research
5. Follow-up strategies in conducting a medical camp
6. Direct marketing

QP CODE: **229380** **Section B- Strategic Management** Marks: **50**

Essay: (20)

1. Explain in detail the term corporate portfolio analysis and strategy with its characteristics. Why it is important in healthcare sector today.

Short essay: (10)

2. What are grand strategies. Explain the various retrenchment strategies a firm may follow.

Short notes: (4x5=20)

3. Management audit
4. Strategies to empower hospital staff
5. Dynamics of internal environment
6. Merger and takeover