

Second Year MHA Degree Supplementary Examinations, October 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. Describe the importance of pricing. Elaborate various considerations and factors influencing pricing and also describe various pricing strategies.

Short essay: (10)

2. Briefly explain branding and positioning.

Short notes: (4x5 =20)

3. Market segmentation.
4. Product life cycle.
5. Market mix
6. Extension activities in hospital marketing.

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

Essay: (20)

1. Discuss in detail the environmental analysis.

Short essay: (10)

2. Describe grand strategies.

Short notes: (4x5=20)

3. Use of power in strategic implementation.
4. Evaluation of strategy.
5. Strategic choice.
6. Organization mission and objective.
