

Second Year MHA Degree Examinations, October 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. Describe the marketing mix for goods marketing and services marketing

Short essay: (10)

2. Identify and explain the opportunities and challenges faced by the hospital Administrators in marketing a hospital.

Short notes: (4x5 =20)

3. Physical distribution
4. Project development cycle
5. Pricing in healthcare
6. New product failures with examples

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

Essay: (20)

1. Describe in detail corporate portfolio analysis and its importance in health care sector

Short essay: (10)

2. Explain the strategy implementation process and resource allocation.

Short notes: (4x5=20)

3. Financial operations
4. Strategic control
5. SWOT analysis
6. Retrenchment strategies.
