

Reg. No:.....

**Second Year MHA Degree Supplementary Examinations, February 2017**

**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 marketing environment. identify the factors influencing patient behavior during market analysis

**Short essay:** (10)

2. Explain the different methods of promotion budget adopted by a marketing manager.

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

3. Market information system
4. Location of hospital services in marketing.
5. Foreign collaboration
6. Planning of medical camps

-----

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

**Marks: 50**

**Essay:** (20)

1. How can hospitals be sensitive to patient's needs and expectation. Explain strategies to empower hospital staff.

**Short essay:** (10)

2. What is strategic implementation. Describe different issues in implementation.

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

3. Business Process Reengineering.
4. SWOT analysis
5. Resource allocation
6. Joint ventures

\*\*\*\*\*