

Reg. No:.....

**Second Year MHA Degree Examinations October 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. Discuss pricing of hospital services. Explain various methods of pricing.

**Short essay:** (10)

2. Discuss the strategies to be considered for marketing the hospital based on location"

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

3. Market segmentation.
4. Marketing mix.
5. Foreign collaboration.
6. Planning and organizing of medical camps.

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

**Essay:** (20)

1. Discuss grand strategies in strategic planning.

**Short essay:** (10)

2. Briefly explain strategic evaluation.

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

3. BPR
4. Environmental analysis
5. Strategic choice.
6. Management of organizational change

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