

**Second Year MHA Degree Supplementary Examinations April 2018**

**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 process of marketing research and information.

**Short essay:** (10)

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

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

3. Public relations
4. Project development cycle
5. Pricing in healthcare
6. Product mix with examples

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

**Essay:** (20)

1. Explain the various grand strategies adopted by the organisations

**Short essay:** (10)

2. Explain the strategy implementation process and resource allocation.

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

3. IRetrenchment strategies
4. Human resource accounting
5. Financial plans and policies
6. DValue chain analysis