

Second Year MHA Degree Examinations October 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. Discuss hospital project planning. Describe the various methods of feasibility studies involved.

Short essay: (10)

2. Describe marketing mix in service marketing.

Short notes: (4x5 =20)

3. Factors influencing patient behavior.
4. Market information system.
5. Product life cycle.
6. Social responsibility.

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

Essay: (20)

1. Explain the various grand strategies in strategic planning.

Short essay: (10)

2. Briefly explain SWOT analysis.

Short notes: (4x5=20)

3. Strategic implementation.
4. Corporate portfolio analysis.
5. Human resource accounting.
6. BPR.