Reg. No:……..

Second Year MHA Degree Supplementary Examinations February 2019

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. Explain the importance of understanding consumer behavior. Discuss the factors affecting consumer behavior

Short essay: (10)

2. Comment on market research process.

Short notes: (4x5 =20)

3. 7 Ps in service marketing.
4. Product life cycle.
5. Feasibility study.
6. Branding

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

Essay: (20)

1. Discuss environmental analysis in strategic planning.

Short essay: (10)

2. Elaborate the process involved in BPR.

Short notes: (4x5=20)

3. Strategy evaluation.
4. Use of power in strategic implementation.
5. Merger and takeover
6. Human resource accounting

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