

Reg. No:.....

**Second Year MHA Degree Regular/Supplementary Examinations
September 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. Discuss various strategies of sales promotion.

Short essay: (10)

2. Briefly elaborate pricing in health care

Short notes: (4x5 =20)

3. Advertising in health care
4. Social responsibility
5. Market mix
6. Demand forecasting

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

Essay: (20)

1. Discuss SWOT analysis.

Short essay: (10)

2. Elaborate on strategic implementation.

Short notes: (4x5=20)

3. Product diversification.
4. Corporate portfolio analysis
5. Merger, takeover and joint ventures.
6. Human resource accounting
