

Reg. No:.....

Second Year MHA Degree Supplementary Examinations January 2020

Marketing for Health Care Service and Strategic Management

(2013 Scheme)

Time: 3 Hours

Total Marks: 100

- *Answer all questions to the point neatly and legibly • Do not leave any blank pages between answers • Indicate the question number correctly for the answer in the margin space*
- *Answer all parts of a single question together • Leave sufficient space between answers*
- *Draw table/diagrams/flow charts 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 segmentation, targeting and positioning strategies for an 800 bed charitable hospital.

Short essay: (10)

2. Describe the steps involved in planning a project.

Short notes: (4x5 =20)

3. Marketing mix
4. Ethics in marketing research
5. Physical distribution
6. Pricing in healthcare

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

Essay: (20)

1. Describe the dynamics of environment with the help of a neat diagram. Design a SWOT for a corporate hospital.

Short essay: (10)

2. Explain the stages involved in organizational design and change.

Short notes: (4x5=20)

3. Business process engineering
4. Strategies to empower hospital staff
5. Disinvestment and liquidation
6. Behavioral implementation
