

Reg. No:.....

**Second Year MHA Degree Regular/Supplementary Examinations
November 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. Discuss pricing in health care.

Short essay: (10)

2. Discuss market segmentation

Short notes: (4x5 =20)

3. Positioning.
4. Market mix
5. Social marketing.
6. Channels of distribution

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

Essay: (20)

1. Discuss grand strategies

Short essay: (10)

2. Elaborate on organizational capability factors

Short notes: (4x5=20)

3. Mission statement
4. Disinvestment
5. BPR
6. Strategy evaluation
