

**Second Year MHA Degree Regular/Supplementary Examinations
October 2021**

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. What do you mean by marketing strategy formulation. Explain Porter's five forces model of competition and GE-9 Cell model (Mc Kinsey Consultation Group Model) with examples

Short essay: (10)

2. Define branding. Discuss the methods of branding a new product

Short notes: (4x5 =20)

3. Discuss on diversification strategy
4. What are problems faced by E-business people.
5. Explain value and satisfaction. How will you calculate customer satisfaction level.
6. Discuss about role of social marketing.

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

Essay: (20)

1. Explain how you will identify corporate capability factors of different functional areas with examples.

Short essay: (10)

2. Describe in detail the strategic management process in non-profit organisations

Short notes: (4x5=20)

3. Discuss on blue ocean strategy with an example.
4. Explain value chain analysis. Discuss.
5. Explain the effective guidelines for strategic control.
6. Distinguish between mission and vision, goal and objective, procedures and policies