

**Second Year MHA Degree Supplementary Examinations March 2022**

**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. Enumerate different steps in marketing planning. Explain benefits of market segmentation

**Short essay:     (10)**

2. Explain factors influencing distribution channel selection

**Short notes:     (4x5 =20)**

3. Explain any four methods of consumer buying behavior in one sentence each.
4. Describe uses of referral marketing.
5. Explain briefly relevance of marketing research in marketing information system.
6. Explain important issues related to intellectual property rights in online publishing.

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

**Essay:     (20)**

1. Explain the external environmental analysis process. Describe it with limitations.

**Short essay:     (10)**

2. “Corporate social responsibility as a business imperative must not be accepted grudgingly or half-heartedly. Instead, it must be practiced with full vigor and straight from the heart passion and this certainly helps the companies in the long run” – Critically analyse the statement with Indian examples

**Short notes:     (4x5=20)**

3. Briefly describe balanced score card in strategic management.
4. Advantages and disadvantages of mergers & acquisitions.
5. Explain social audit. Describe one example with its process.
6. Briefly describe the role of board of directors.